

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

VOL. XVII

NO. 6

CONTENTS FOR JUNE, 1937

N. C. A. Officers and Directors.....	22
Story of the N. C. A. Convention.....	25
Inspiration in Business.....JAMES L. KRAFT	27
Attacking the Problem of Efficient Factory Layout..H. J. MELVILLE	28
New and Improved Products Displayed at the Exposition Talbot Clendening	30
Quality Control—Protecting the Batch.....OTTO H. WINDT	32
Seen at the Show.....EUGENE C. PILCHER	34
Snapshots From the Pennsylvania Confectioners' Association Meeting	39
Convention Headliners in Miniature.....	42
Highlights of the ARC Convention.....	45
News of the Supply Field.....	48
CANDY Packaging—Supplies, Sales Aids, Merchandising.....	53
New Ideas in Packaging.....C. B. LARRABEE	55
Showmanship in Business—Part II.....ZENN KAUFMAN	58
Confectioners' Briefs	62
Classified Advertising	64
Classified Index to Advertisers.....	6
Index to Advertisers.....	68

Statements and opinions offered in this magazine are not necessarily indorsed by the Editors nor by this publishing organization. The author who signs an article assumes full responsibility for the statements which it contains.

PUBLISHED MONTHLY ON THE 15TH BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

400 West Madison St. (Daily News Bldg.)
Chicago, Illinois. Telephone Franklin 6369

300 Madison Avenue, New York City, N. Y.
Telephone Murray Hill 2-2427

Publisher and Business Manager—PRUDENCE W. ALLURED

Editor—NEVIN I. GAGE

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English Rep.—L. M. WEYBRIDGE
36 Victoria St., London, S. W. 1



SUBSCRIPTION PRICE: ONE YEAR, \$3.00
TWO YEARS \$5.00. PER COPY, 50c

Entered as Second Class Matter, October 24, 1922, at the Post Office at Chicago, Illinois, under the act of March 3, 1879. Copyright, 1937, by The Manufacturing Confectioner Publishing Co., Inc.

M. C. POSTSCRIPTS

★ Keynotes for the coming year in the industry activities of both the wholesale and retail manufacturers have been sounded by the presidents of their associations—the N. C. A. and A. R. C.

These may be summed up in a slogan worthy of adoption by every person connected with the candy industry. Here it is: "Say—'It can be done'."

Progress comes best when the positive has been emphasized, rather than the negative.

Things can be accomplished when people believe they can. The secret is a constructive attitude.

Tom Payne, N. C. A. President, exemplified this idea during his last term. Then at the convention he was able to report as follows:

"I had heard it said, over and over again, 'You can't get them to do anything.' This has not been the case. The faithfulness and loyalty of our members and executives has been surprising and refreshing, as well as the willingness of every member to lend a hand. . . ."

Chester A. Asher, Jr., new President of the Associated Retail Confectioners, has already outlined a program toward getting new things done for the retailers.

The more the members support their leaders with right attitudes, the more will actually be accomplished in organization unity and individual benefits.

The confectioners in Ohio are "going places," too. All divisions of the industry united last month and elected the Associated Confectioners Executive Board of the State of Ohio. It represents 700 manufacturers and wholesalers, and 60,000 retailers—both chain and independent.

Officers of the Ohio group are: President, James Mulcahy, Merchandising Manager of the Cleveland Division of the Fred Harvey Co.; Wm. Merckens, Cleveland, Vice-Pres. in charge of organization work; Oscar E. Bestgen, Bestgen Chocolate Co., Cleveland, Vice-Pres. in charge of legislative work; M. I. McGucken, the Marmar Co., Columbus, Treas.; and Wm. M. Hinson, Sec'y.

INDEX TO ADVERTISING OF MACHINERY, MATERIALS SUPPLIES AND SERVICES APPEARING IN THIS ISSUE

MACHINERY AND EQUIPMENT

Burmak Belts	51
Carver Cocoa Press	24
Greer Kettles	49
Ideal Wrapping Machines	59
Lehmann Cocoa & Chocolate Equipment	46
Lipeometer	49
"Lustr-Koold" Chocolate Cooling Conveyor	49
Mikro-Pulverizer	50
Package Wrapping Machines	54
Rebuilt Machinery—Union Standard Equipment	17
Savage Sisco Nut Rolling Machine	10, 11
Stak-Ezy Starch Trays	51
Sturtevant Air Conditioning Equipment	50
The "Simplex" Cream Fondant System	46
Voss Enrober Belting	46
Voss Caramel Cutting Board	46

Stille-Young Candy Glaze	63
Tartaric Acid	52
Vanillin	18
Yelkin	13

FLAVORING MATERIALS

Atlas Flavors	Back Cover
Blanke Baer Flavors	16
Exchange Oil of Lemon	21
Felton Chocolin for Summer Coatings	Second Cover
Ferbo Butter Flavor	63
Foot & Jenks Flavors	63
Fries Flavors	13
Fritzsche Flavors	4
Mocha Concrete	44
Schimmel Peppermint and Menthol	12

MISCELLANEOUS RAW MATERIALS

Amazo Products	9
Atlas Certified Food Colors	Back Cover
Blanke Baer Dipping Fruits	16
Cerelose	18
Clover Bloom Egg Albumen	7
Citric Acid	52
Exchange Citrus Pectin	41
Hooton Coatings	47
Kremol	63
Merckens Fondant Process Coating	12
Nulomoline	19, 20
Oroco	13
Placto	13
Sodium Citrate	52
Speas Confecto-Jel	52
Starch—Douglas "C"	16

PACKAGING SUPPLIES

Brewer Sales Stimulator	59
Dupont Cellophane	3
Flossine	57
Ideal Wrapping Machines	59
Package Wrapping Machines	54
Sweetone Paper Products	57
Taft Ribbons	63
Werthy Ribbons	63

MISCELLANEOUS

Directory of Candy Manufacturers	14, 15
Hotel Eastman	61
Mill-O-Cide-Insecticides	Third Cover
Official Bulletin	63
Schwarz Laboratories	49
Whympers Book	8

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.



**IN
1936
67% OF
ALL LEMON OIL
SOLD IN THE U.S.A.
WAS EXCHANGE OIL
OF LEMON**



**FROM CALIFORNIA
LEMONS**



**COLD PRESSED
AND CLARIFIED**



**A U.S.P. OIL FOR
THE AMERICAN TASTE**

THERE you have the fact and the reason for it. Quality and fair price have made Exchange Brand the fastest selling oil of lemon in the United States by more than 2 to 1!

It is made in the largest plant in the world devoted



OIL OF LEMON U. S. P.

Sold to the American market exclusively by
FRITZSCHE BROTHERS, INC.
76 Ninth Avenue New York, N. Y.

DODGE & OLCOTT COMPANY
180 Varick Street, New York, N. Y.

Distributors for

California Fruit Growers Exchange
Products Department . . . Ontario, California

Producing Plant:
EXCHANGE LEMON PRODUCTS CO.
Corona, California

exclusively to lemon products. Nowhere else has uniformity been so exactly attained—or the American taste so successfully met.

Next time specify Exchange Brand Oil of Lemon, U. S. P. (Clarified). Find out why it leads in popularity.

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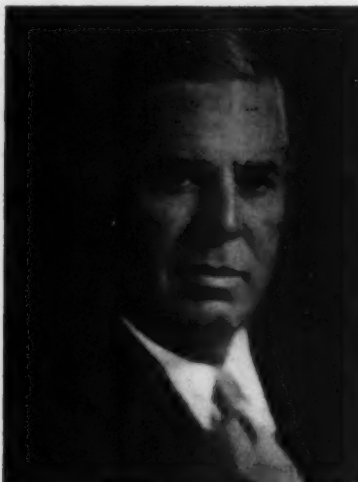
N.C.A. OFFICERS NAMED BY

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Vice-President (Re-Elected)

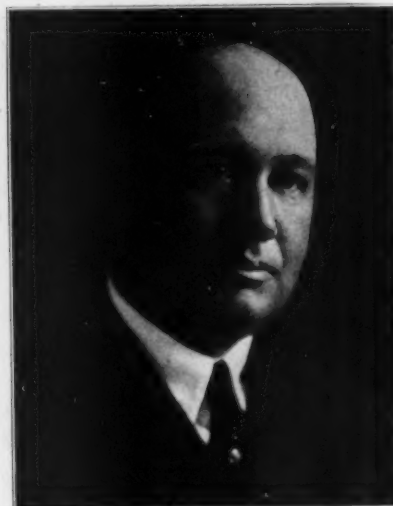


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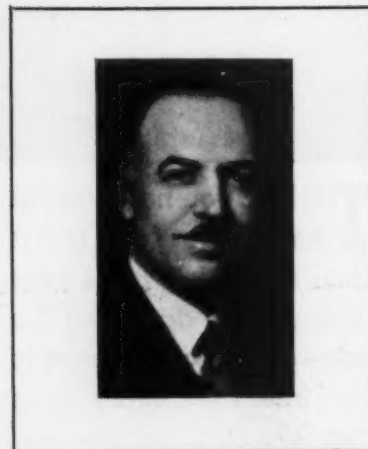
A. M. KELLY

Secretary (Re-Elected)



MAX F. BURGER
Secretary, National Confectioners' Assn.
224 S. Michigan Ave., Chicago

Treasurer



HERBERT ZIEGLER
George Ziegler Company
Milwaukee, Wis.

The above officers of the National Confectioners' Association were elected by the Board of Directors following the annual convention in Chicago. Although President Payne declined re-election he consented to continue until his successor is named.

NEW N.C.A. BOARD OF DIRECTORS



OLIN DAVIS
King Candy Company
Fort Worth, Texas



FRANK KIMBELL
Kimbell Candy Company
Chicago, Illinois



C. W. DOUGLAS
Douglas Candy Co.
St. Joseph, Missouri



H. L. BROWN
Brown & Haley
Tacoma, Washington



W. T. JOHNSON
The Runkle Company
Kenton, Ohio



R. L. HENDERSON
Norris, Inc., Atlanta, Ga.



BOB McCORMACK
Bob's Candy & Pecan Co.
Albany, Georgia

Photo Omissions: Albert Horowitz,
D. P. Henry, C. W. Griggs, L. M. Gimbal,
H. B. Fisher, and Chas. F. Haug.

DIRECTORS ELECTED BY TRADING AREAS

The following Board members were elected by the N. C. A. membership by mailed ballots prior to the convention. Those indicated for one year are completing their two-year terms.

TRADING AREAS

NEW YORK:

Albert Horowitz, Up-to-Date Candy Mfg. Co., New York, N. Y. (2 years).
Chas. F. Haug, Mason, Au & Magenheimer Conf'y Mfg. Co., Brooklyn, N. Y. (1 year).

NEW ENGLAND:

H. B. Fisher, Durand Co., Cambridge, Mass. (1 year).

MIDEASTERN:

DeWitt P. Henry, DeWitt P. Henry Co., Philadelphia, Pa. (2 years).
W. T. Johnson, The Runkle Co., Kenton, Ohio (1 year).

SOUTHEASTERN:

R. L. Henderson, Norris, Inc., Atlanta, Ga. (2 years).
Bob McCormack, Bobs Candy & Pecan Co., Albany, Ga. (1 year).

CENTRAL WEST:

Otto G. Beich, Paul F. Beich Co., Bloomington, Ill. (2 years).
F. J. Kimbell, Kimbell Candy Co., Chicago, Ill. (1 year).

MIDWEST:

C. W. Griggs, Sanitary Food Mfg. Co., St. Paul, Minn. (2 years).

C. W. Douglas, Douglas Candy Co., St. Joseph, Mo. (1 year).

SOUTHWESTERN:

Olin Davis, King Candy Co., Fort Worth, Texas (1 year).

WEST COAST:

L. M. Gimbal, Gimbal Brothers, San Francisco, Calif. (2 years).
H. L. Brown, Brown & Haley, Tacoma, Wash. (1 year).



OTTO G. BEICH
Paul F. Beich Co., Bloomington, Ill.

A CORRECTION

Through an error — the following statement appeared in our advertisement last month: "95% of all cocoa and butter pressing machinery is CARVER Equipment."

This should have read:

95% of all cocoa and butter pressing machinery installed in this country during recent years is

CARVER EQUIPMENT

The **CARVER** 5 POT UNITARY
COCOA PRESS

is replacing the older types because it provides production line operation and real pressing efficiency for any plant, large or small.

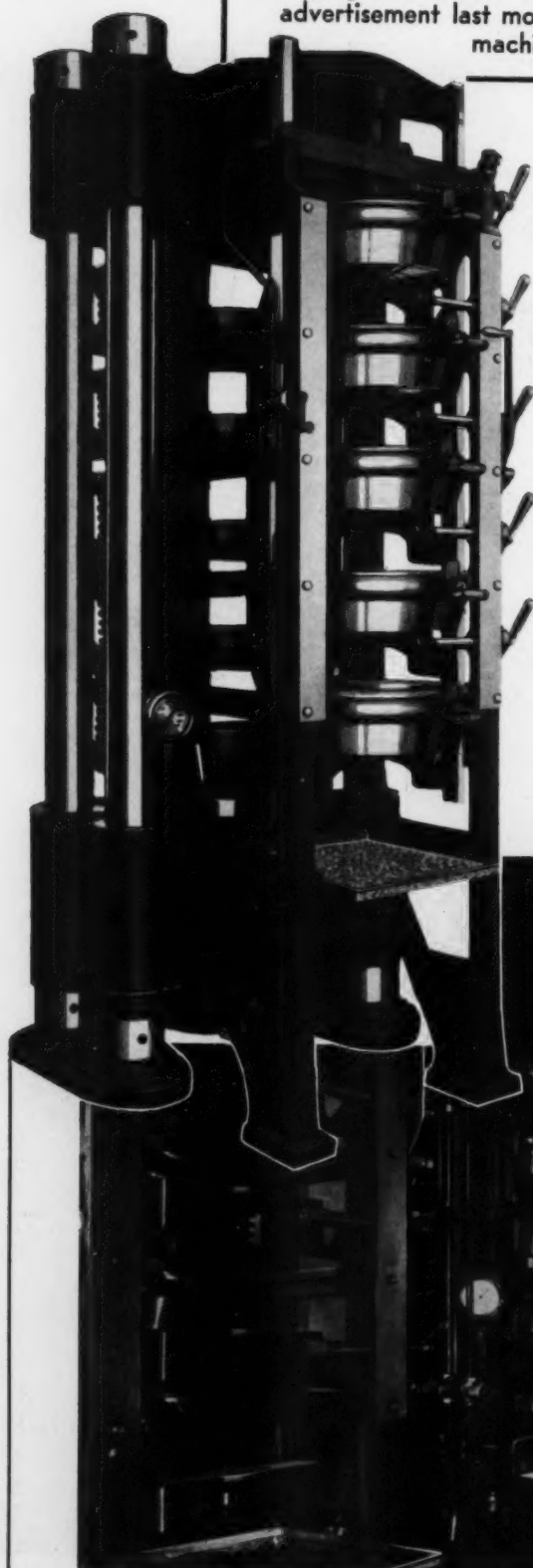
Write for details.

FRED S. CARVER

HYDRAULIC EQUIPMENT

345 HUDSON STREET

NEW YORK



Courtesy of the Warfield Company, Warfield Chocolate Division, Chicago

THE MANUFACTURING CONFECTIONER

PUBLISHED BY THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY



Summarizing THE 54th N. C. A. CONVENTION

DISTRIBUTION PROBLEMS—modern production methods—legislative problems, these were the major divisions of the program featured during the three days of the 54th Annual Convention of the National Confectioners' Association, held May 25 to 27, at the Palmer House, Chicago.

In summarizing the convention it should be said that the sessions served admirably in disseminating information upon the changing conditions and current problems of interest to the manufacturers—collectively and individually. Well prepared addresses by experts on their subjects were delivered with intensity and close adherence to the program. Questions and discussion followed most all of the talks and views were exchanged freely.

Practically no decisions of great import to the industry, however, were made during the convention assemblies. But this need not reflect derogatorily upon the industry, as the association method itself is changing. Decisions are being left more and more in the hands of the Board of Directors, since its expansion to include the elected representatives of the members in the various trading areas of the country.

In the words of one of the leading members, who was asked to express his views on the convention after the final session, "As to what was accomplished for the betterment of the industry and its progress—nothing tangible was accomplished, but," he said, "I believe the seed of fair trade practices was sown. I would recommend that the association appoint a committee on Fair Trade Practices to work out to the best of their ability what they believe to be the most practical and acceptable to the industry, and then conduct a referendum on them—and possibly hold a meeting for consideration of this important subject. The same thing should apply on distribution problems, labor relations, and public relations. . . . You can't tell what will be the result of the convention. It may be that some of the seed will take root," he concluded.

From the standpoint of the individual member, many reported this convention one of the best they had ever attended. The exposition was likewise pronounced a success by numerous visitors and exhibitors. Full de-

tails upon the show are found elsewhere in this issue.

Registrations at the exposition totaled 4,545, according to the management. Registrations at the convention and exposition combined 1,092, according to Secretary Max Burger, although these were not all paid



THE "Candy Queen." Miss Adair Adams, receives trophy and poses with winning jockey in National Confectioners' Association Sweetstakes, shortly after crowning of the queen by N. C. A. officials during the "Candy Day" at Washington Park Race Track, Friday afternoon, May 28, closing the convention week.

Approximately 1,000 confectioners attended as guests of the Washington Park Jockey Club, also celebrating its 54th Anniversary. The races were named for candy, and with the other fans betting totaled over \$20,000 on each race. It was reported the biggest week day in the track's history.

Winning jockeys were given prizes donated by candy firms. Walter O. Birk Candy Co., Chicago, gave the cup and Bunte Brothers made a hard candy crown for the queen. There were other prizes of candy, including a horseshoe of bon bons by Mrs. Snyder's shops.

In the photo, at the track's "Royal Box," are—Adair Adams, Northwestern University co-ed awarded movie contract with Warner Brothers; next to jockey is N. C. A. President Tom Payne, of Reed Candy Co.; back row (left), E. J. McGarry, Chairman Candy Day Committee, of Illinois Nut Products Co.; and Ben H. Goodman, committee member, of Nutrine Candy Co. At the microphone is Announcer Ed Burke of WBBM.

registrations because of several sessions and affairs were thrown open to the industry without cost of admission.

The convention opened Tuesday morning, with President Payne in the chair. The opening address of James L. Kraft was a stimulating analysis of general business problems. Abstracts of this and a number of other addresses are printed on other pages. More addresses will be published in the next number of *The Manufacturing Confectioner*.

Concluding a year's term of office which had not called for spectacular performance, but which had been marked by very real progress in unifying the industry among both the manufacturers and between them and the distribution branches, President Payne's address dwelt upon industry problems and included suggestions; particularly controlled distribution and higher price levels.

"The association spends \$45,000 a year for service," Mr. Payne said, regarding the association. "It receives from its members 14c per thousand dollars worth of candy sales by those members."

Executive Vice President A. M. Kelly reported on legislative accomplishments of the year, and pointed to the need of efficient organization in each state.

Secretary Burger's report accounted for 338 Active Members and 135 Associate Members—a total of 473 in the combined membership. The services of the association outlined by Mr. Burger were most impressive. Besides a gain in membership during the year, the N. C. A. finished up with \$696.16 in excess of a balanced budget, reported by Treasurer J. L. Rubel.

The services of the Trade Mark Counsel the past year totaled 2,327 written opinions on trade marks, said Walter C. Hughes.

Production Session Attended by 500

The Production Session, held Tuesday afternoon drew the largest attendance of the convention, and was regarded a complete success. The program, arranged by the Exposition Committee under Chairman J. Edward Rowe, of Rosse & Rowe, was conducted by George H. Williamson. "New Materials and Equipment" were discussed by Dr. Stroud Jordan, of Stroud Jordan Laboratories, New York. "Special Production Methods and Layouts" were discussed by H. J. Melville and E. M. Johnson, consulting engineers.

In open forum discussion after the talks, it was brought out that the ideal number of floors for a factory was three floors and basement, or a building with part two and part three floors.

"There are too many typical candy packages," declared C. B. Larrabee, Managing Editor of *Printers' Ink*, in his critical and instructive talk on candy packaging.

Following Otto H. Windt's talk on "Protecting the Batch from Kettle to Carton," Conrad Spoehr was asked what constitutes good jelly work. He replied that opinions vary in different sections of the country. He said that on the West coast the jellies are "most clear." Taste is stressed in the Middlewest, and appearance on the Atlantic Coast.

Town Hall Meeting on Distribution

The problems of candy distribution as seen by the various types of distributors were laid before the manufacturers in the "Town Hall Meeting" sessions all day on Wednesday. Joseph Kolodny, Exec. Secy. of the National Association of Tobacco Distributors, presented the Tobacco Jobbers' views. "I don't think you

can ever get list prices adopted on open market products," he said.

V. G. Perry, of Detroit Candy Co., urged the manufacturers to adopt standards of qualifications which jobbers should be required to meet. C. M. McMillan, Secretary of the Southern Wholesalers, insisted there are too many jobbers, and advocated selectivity of accounts. He proposed "round table conferences of manufacturers, jobbers, and traveling men."

B. W. Melick, of the Missouri Valley Wholesale Grocers' Assn., declared that wholesalers should confine their business to manufacturers who recognize only legitimate distributors. "Many of the worst offenders are large manufacturers," he said.

Retail candy sales promotion was discussed by J. F. Mulcahy, Merchandising Mgr., Fred Harvey, Cleveland, and he pointed out the possibilities of industry promotion of candy in support of the retailer. He told of the new united candy group in Ohio, which has a program calling for \$100,000 to be spent in candy promotion in that state.

"Distribution and its relation to Basic Policies" was covered in a powerful analysis of the critical distribution problems facing the candy industry, by Joseph Eliff, Western Sales Manager of the Saturday Evening Post, Chicago. "The candy industry needs some internal policing," he asserted, and continued with other recommendations, including "creative sales management."

The competition of other products in the 5c and 10c line with candy was discussed by W. C. Dickmeyer, Wayne Candies, Inc., Fort Wayne, Ind.

Vice President H. R. Chapman, of New England Confectionery Co., presided over the "Town Hall Sessions."

No action was taken on the previously proposed plan of a Distribution Department of the N.C.A., as it was passed on to the Board. President Payne, however, urged continuation of the Jobbers Relations Committee headed by Malcolm McDonnell, which had made such valuable studies the past year.

Legislative Sessions

Legislative problems related to the confectionery industry were discussed in Executive Session on Thursday morning. Reports on legislative activities were given by Wm. F. Heide, Chairman of the Legislative Committee, A. M. Kelly, and W. Parker Jones, counsel.

It is probable that the Food and Drug Bill will not pass in this session, Mr. Heide said. He expressed regret over its failure to pass last year, as "it was as fair as could be expected."

On the sugar processing tax, Mr. Heide voiced the belief that if a tax is not enacted before July 1, some form of tax will be in effect by September 3, when the reciprocal agreement with Cuba is up for renewal.

Dr. Jordan discussed industry standards.

A paper on "Trade Practices," by Col. Charles H. March of the Federal Trade Commission was read, in his absence, by Henry Miller, of the Commission, in the afternoon final session. The Labor Relations Act was covered by O. A. Jaburek, of Chicago, and E. J. McCoy of Canton, Ohio, talked on "Operating Under Fair Trade Acts."

In the closing Executive Session, a resolution was passed, electing Arno E. Sander to honorary membership, in recognition of his distinguished service while president in 1930-32.

It was announced that at a meeting during the convention package goods manufacturers had taken action to discontinue their products on consignment.

INSPIRATION IN BUSINESS

And Some Prophecies

★By JAMES L. KRAFT

President, Kraft-Phenix Cheese Corp., Chicago

I FIND myself in somewhat of a peculiar position today, having been persuaded to speak at the National Confectioners Association Convention and after so promising, waking up to the realization that I knew less about the confectionery business than any other industry in the entire food field. True, we do have in our organization what is called a Confectionery Division in our business, but up to the present the results of that division is one of the contributing factors which convinces me of my ignorance.

Being aware of my lack of knowledge, I have been casting about for some suitable subject through the medium of which I might address you as confectioners and yet give you something worth while to think about. Up to Saturday evening this problem was still unsolved. As I sat in my library simulating deep thought upon the subject, I glanced through your printed program for the convention and discovered to my great satisfaction, that the problem had been solved for me and the subject already chosen, "Inspiration in Business." That is a good subject and broad enough to take in practically unlimited territory.

Opportunity to American Industry

Inspiration in business reaches its highest degree of intensity under the stress of overcoming great obstacles. I have great and unlimited faith in the continuance of the American form of democratic government. The present situation presents a great opportunity to American industry. I say to you that the great majority of corporations in America have built their business on a four square basis—fair to the producer of raw material, to the workman who fabricates, fair to the dealer who sells, and to the consumer who buys. There has been a minority who have not done this and they have, during the past few years, discredited to a certain extent all industry and brought down upon us criticisms, strife and obnoxious laws. We are in the midst of change and flux, and business must adjust itself to the changing times and leave no stone unturned to practice the Golden Rule in business, to the end that democracy in the United States may survive.

"Inspiration in business." What is that indefinable something which enters into our hearts, our souls, our beings and inspires us? What is it that causes a man to make a better mouse-trap, or a finer silk, or, if you please, a better confection? Is it inspiration? If so, from whence comes inspiration and what is its meaning? Let us refer again to our old friend Webster, just because, under the circumstances, I do not wish to assume authority for the definition. A number of meanings given all indicate that the source of inspiration is divine. The only one which is given that can be at all



JAMES L. KRAFT

applied to the confectionery business is this: "The infusion or communication of ideas or poetic spirit by a superior being or presiding power."

If this is so, then can we be inspired to produce a shoddy piece of goods of any kind or to misrepresent our merchandise in the slightest degree? Can we be inspired to underpay our employees or to enter into a campaign to ruin our competitors by unethical methods? No, unless we be inspired by the devil, but, according to the meaning of the word, the devil can never inspire. Inspiration, then, has to do only with a high purpose which causes men to do unto others as they would be done by. If industry does not speedily adopt that principle, civilization is going to be pushed back into the dark ages hundreds of years.

Inspiration vs. Incentive

What is the difference between inspiration and incentive? Inspiration comes from the heart—incentive comes from the brain. We are inspired to adopt a broad principle of doing right in business. If we do that, volume and profits and power and might will flow in our direction.

Incentive is something which the brain conceives as the essential element to business success. All too frequently that incentive is conceived to be large profits. The incentive to large profits becomes the dominating force which governs the business and the broad principle (Turn to page 60)

Attacking the Problem of EFFICIENT FACTORY LAYOUT

★ **By H. J. MELVILLE**

Consulting Engineer, Confections Division, Kraft's

Address at National Confectioners' Association Convention

THE subject before this meeting is "Factory Layout." Now, you people who are making the confections of the nation represent all kinds, sizes and shapes of confectionery factories and I appreciate, as you do also, how difficult it will be to put anything before you that will be particularly applicable to your own particular plant. . . . No two of you have exactly the same problem, no two of you have exactly the same type of plant, and no two of you manufacture the same kind of products; so the best we can do is to outline our subject along broad, general lines, and set up general principles, leaving the application of the principles to you insofar as they pertain to your particular plant and problems.

Study Your Floor Plan

I have been in a great many confectionery plants in an engineering capacity and the first thing I ask for is floor plans of the building. In almost all cases I am told that there aren't any, or that maybe the original architect of the building or the insurance company has them. In any case, you haven't got them nor are you at all interested in them. You know your own factory like you know the back of your hand and you have never felt the need of studying floor plans.

If you are going to attack the matter of factory layout intelligently you do need floor plans, and after you get them give them long and careful study. Trace out on the floor plan the path of some of your principal processes. Question every move in your mind. Give every part of the process and the space allotted to it your best thought. You will be surprised to find that although you do go through your factory many times a day and really do know it like the back of your hand, you have never seen it as a whole or have never clearly seen one department in its relation to other departments. It's a case of not being able to "see the forest for the trees."

Many of you will say, "I can't tell anything from looking at floor plans. I have to see things physically." That's just mental laziness. There isn't anything mysterious about floor plans or blue prints—nothing that you can't grasp after an hour's study.

Handling Materials A Major Problem

I believe that a problem is best attacked by reducing it to its simplest fundamentals, and the simplest fundamental of the manufacture of confections (and the one that applies to all of you) is the handling of materials into your plant, through your processes, and out of the

MELVILLE'S TALK AT A GLANCE

1. Study your floor plan. See your factory as a whole.

2. Unnecessary handling or rehandling of materials proves costly and inevitably shows up in your profit and loss statement.

3. Remember that your plant is a factory and not a storage warehouse.

4. Schedule and plan your production and place your orders with suppliers for a regular flow of materials—rather than an intermittent loading up of large stocks of different materials.

5. Economical production follows along straight lines.

6. Study your conveyor needs carefully.

7. Utilize the height as well as length and breadth of your rooms. . . .

plant to your customers. You cannot make candy of any kind without finding out that this is one of the major problems, and you cannot make money in the candy business without applying intelligent thought to this problem. Every unnecessary handling or rehandling of materials costs money and inevitably shows up in your profit and loss statement.

The principal materials that you handle are: sugar, corn syrup, chocolate, oils or fats, milk, nuts or fruits, flavors, and, last but not least, boxes and findings. Over fifty cents of every dollar you take in is represented in the cost of these basic materials; so it behooves you to handle them intelligently and economically, and wherever possible to combine the *control* of these materials in the handling of these materials. If you are going to receive these materials into your plant in a slipshod, haphazard manner,—store them all over the plant in whatever space seems most convenient at the time, allow every Tom, Dick, and Harry to dip into them and use them at his own discretion,—you are piling up your handling costs, laying yourself open to theft, spoilage and contamination, and your material costs (your biggest items of expense) are completely out of your control. As a corollary to that system the quality of your

finished product, on which the success of your business is based, is equally out of your control.

In the handling of these materials let us first start out with the thought that your plant is a factory and not a storage warehouse. There has always seemed to me to be two sides to the candy business, one the manufacturing side and the other the gambling side. By that, I mean gambling in raw materials,—buying materials in large quantities when you think the market is favorable and storing them in your plant. I appreciate the fact that many manufacturers have made more money from gambling than they have from manufacturing, but as an engineer I confine my gambling to after-working hours and I want to confine this talk to the purely manufacturing side of the business. As manufacturers, you should not make a storage warehouse of your plant, nor should you allow your suppliers to make a storage warehouse of your plant. Schedule and plan your production and place your orders with the suppliers for a regular flow of materials, rather than an intermittent loading up of large stocks of the different materials. Handling materials on a feast or famine basis entails excessive handling costs, interruptions to production and a messy, untidy plant.

Every individual handling problem should be solved along the line of the most economical and most efficient method, with the avoidance of any rehandling. If materials are to be moved at any time, let them be moved to the place where they are going to be used, and let them be moved there as economically as possible.

The first five items on the previously mentioned list of materials are sugar, corn syrup, chocolate, oils and fats, and milk. All of these five items can be pumped, either singly or in a formula combination. (I would like this question of the formula combination to come up for more general discussion later because I believe that it is something that many of you have not considered.) Pumping sugar may seem a little bit odd, but wherever sugar is used in a melted form it can be pre-melted and then pumped to the point of usage. I lean rather heavily toward this idea of pumping materials; first, for the reason that pumping is a very economical way to move materials; second, for the reason that pipe lines take up very little room, and, third, because any pumped material can be accurately metered into your batches,—and accuracy in your formulas is the most vital factor in your quality and cost control.

Economical Production Follows Straight Lines

Now, bearing in mind the fact that you people represent factories of all sizes and shapes, running from a single story plant to a six story plant, I can only tell you that economical production follows along straight lines, whether it should be down through this six stories, four stories or three stories, or whatever they may be, or on a straight line in your one story plant. Any time you back track or have eddys in your line of production, that production is slowed up and the cost of that production is increased. You may tell me that many of your processes necessitate pausing and storing partly finished products somewhere along the line of manufacture. Granted that you are perfectly honest in that belief, it is still not necessarily so in all cases, although I will grant you that it is true of some of your products and must be accepted as an actual cost factor in the manufacture of those products.

I recall one interesting engineering experience that I had. I don't really want to claim the credit for being a pioneer in this particular thing, because after I got my first installation all finished I heard that some manufacturer had been using this method for several years. However, I'm only using this

as an example of how something may seem very true to you and yet be entirely untrue. This particular incident had to do with the sanding of jelly products. It was the practice in this plant to sand these jellies and then leave them stand for 24 hours in trays, taking up a great deal of floor space, and then they were removed from the trays and packed. I gave this matter some thought.

A jelly suits the customer best when the center is moist and tender. The object of the sanding is merely to impose the appearance and to get the jellies to the customer as fresh as possible without sticking together in the containers. This sanding operation, as you all know, is merely applying a little steam on the outside of the jellies, rolling them in sugar, and then leaving the trays stand for 24 hours to dry the little outside moisture from the applied steam. I took a tray of these jellies and put them under an electric fan in ordinary room air and found that instead of requiring 24 hours to dry this added moisture from the steam, it took exactly 16 minutes. So I constructed a slow moving belt that would handle the output from the sanding machine, and, to allow a little margin of time, I gave this belt 25 minutes of travel, with the result that the product came off the end of the belt ready to pack.

I have cited this merely to show you that possibly by intensive, applied thought to the eddys or back tracking some points in your production problems can be cured as simply as was this one. While I am on this subject, I might also say to you jelly manufacturers, that this change of drying time from 24 hours to 25 minutes retained an additional 3% of moisture in the center, and I don't need to tell you that 3% of additional saleable weight is an item well worth saving.

I believe that one of the main causes of a badly laid out department or plant is that you had *too much room* at the start. You build a new addition or take on more space, and for a while you have space that you don't know what to do with. Then when you move equipment and processes into that space, you place the equipment with this thought in the back of your mind, "Well, this time we're not going to be cramped or congested." So, you scatter your equipment all over the room and spend your new space like the proverbial drunken sailor. For a while all is well, but the business grows and it becomes necessary to add new processes and new equipment. Then, instead of rearranging the equipment already in the space, you fit the new equipment or processes in wherever you can. When this action is repeated a couple of times your nice new space is a mixed up jumble of interfering and overlapping processes.

When you are laying out a department, plan and provide for aisles, but when you do, don't be too liberal. If you lay out a six-foot aisle where a four-foot aisle would be sufficient, you are inviting everyone to pile up boxes or barrels or small work tables in this waste space, and first thing you know you haven't any aisle at all.

Conveyor System Essential But the Right Kind Is Important

A straight line production and an economical factory layout depends a great deal upon the extensive use of conveyors, and, right here, I have some very strong feelings on this subject. I have probably installed miles of conveyors, but I want to say this for and against them.

You have often been advised in about these words, "You should get away from this hand handling and trucking and put in a conveyor." It would be nice if it were as simple as that, but it isn't.

About half of the conveyors that have been sold have not paid for themselves, mainly because the right kind of thought was not applied to the conveying problems. It is too much to expect a conveyor salesman to come into your plant, spend a few hours or a few days, and really grasp the entire problem. If you put it up to him like this, "We want to convey this material from here to there," he will do you an excellent job based on what you asked him to do, but it is quite probable that (Turn to page 46)

FROM THE PRACTICAL MAN'S POINT OF VIEW—

NEW AND IMPROVED PRODUCTS Displayed at the Exposition

★By TALBOT CLENDENING

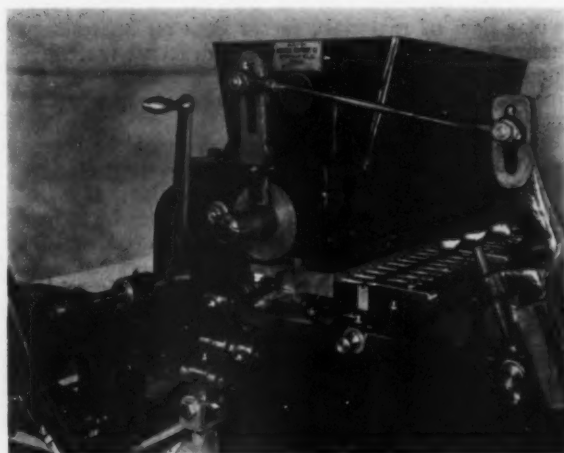
THE Exposition Committee in charge of arrangements for this year's Exposition at the Palmer House, Chicago, promised us an impressive and educational exposition. As a practical candy man, who has attended these expositions from the beginning, it was the most impressive and best attended show I have ever seen. The enthusiasm of both supply manufacturers and candy manufacturers was evident everywhere, an excellent indication of the return of better business conditions.

I do not know whether all practical men are as interested in equipment as I am, but the only disappointing feature about the current exposition was the continued falling off in the number of machinery exhibits. When I think of the Dairy and Bakery shows, even during the depression years, or, for that matter, of our own expositions in the past, I cannot help questioning the future of our industry. I frankly do not know whether the space provided for the exposition was inadequate for the accommodation of machinery, whether some machinery manufacturers have lost their progressiveness, or whether the candy manufacturers show so little interest in modernizing their plants that they offer no stimulus or reward to creators of new equipment. The number of machinery manufacturers who were not represented with an exhibit was surprising, and, unbelievable as it may seem, some other machinery manufacturers having booths did not exhibit a single piece of equipment.

If I were compelled to select the chief contributing cause for this condition, I believe I would lay the responsibility at the feet of the candy manufacturers. Price cutting and imitations have destroyed so much of the initiative of the average candy manufacturer that the necessity and economy of plant modernization have been overlooked. Economic laws will eventually correct this condition, as they have in the past, but to me it is a shame that we cannot put our house in order.

New Materials and New Applications

I do not mean to infer by the above remarks that there were no interesting items of machinery exhibited. On the contrary, I was particularly impressed by several new types of equipment, as well as improvements made in older types. There were also new materials and new applications of well-known materials presented, which I found of distinct educational value. For the benefit of those who were not fortunate enough to attend the exposition, I am going to outline some of these new and improved products, equipment, and applications.



The National Plastic Depositor, displayed by National Equipment Co. This machine was developed primarily to fill the need for a coconut center piece of candy. It will, however, handle a number of other kinds of center of a similar consistency.

Outstanding among the new materials and their application of interest to the practical man was a display of the Brazil Nut Advertising Fund, showing chopped Brazil nuts colored and flavored for rolling and topping. Being rather neutral in flavor and color, these pieces lend themselves remarkably well to the finished piece. I also obtained from this exhibitor two very interesting formula books for both retail and wholesale, which I feel sure will be of value to me in developing new items. I was also impressed by the powdered coconut exhibited by the Franklin Baker Division of General Foods Sales Company, Inc. I am advised that this product is made from the coconut meat ground with the natural milk of the coconut and can be used to advantage in coconut bonbon centers and jap work, also as a flavoring agent.

Another product that attracted my attention was Armour's Cloverbloom Albumen, a domestic product made from fresh eggs without fermenting. In their booth they demonstrated the freedom from objectionable odor normally found in egg albumen, and showed the exceptional whipping properties of their product. In production tests, they claim to have demonstrated an increased volume of 10 to 15% over the average egg albumen.

The new special sanding sugars made by the American Sugar Refining Company were most interesting.

These sugars are of uniform size and high brilliance. I have seen production samples of jellies sanded with these sugars and can attest to their unusual brilliance and sales appeal. Merck & Company, Inc., also had a very attractive exhibit showing, among other things, their concentrated vitamins B and C especially prepared for addition to candy. These products open to certain types of candy manufacturers an opportunity to cash in on the present vitamin appeal. Merck & Company, however, caution all candy manufacturers to consult with them regarding the correct quantity and best method for addition to the batch.

Another exhibit which I found interesting was the display of colored summer coatings of the Warfield Company. These coatings were exhibited in yellow, orange, brown, green, and lavender. I have found these coatings exceptionally well adapted for color contrast on top layers of summer packages.

Nulomoline Company also had a very attractive and effective display. I was particularly impressed with their large four-foot Pan American candy box, with a revolving cover, which incidentally offers candy manufacturers an excellent idea for candy display. Their book on Pan American Candy Craft, containing fifty-seven formulas, is also instructive and offers suggestions for the development of new ideas.

Many attractive eating samples were offered by exhibitors, outstanding among which were the excellent flavored orange and lemon pectin jellies of the California Fruit Growers Exchange. Also the rum flavored caramels made with Yelkin Rum Flavor and Placto, two of the Ross & Rowe specialties, the chocolate cordial cherries offered by Mawer-Gluden-Annis, Inc., and the dipped fruits of Blanke-Baer Extract & Preserving Company.

As an example of the candy making art, the display of the American Maize-Products Company of candy flowers and novelties was exceptional. We candy men must take off our hats to Mr. and Mrs. Emil G. Fisher, who created them.

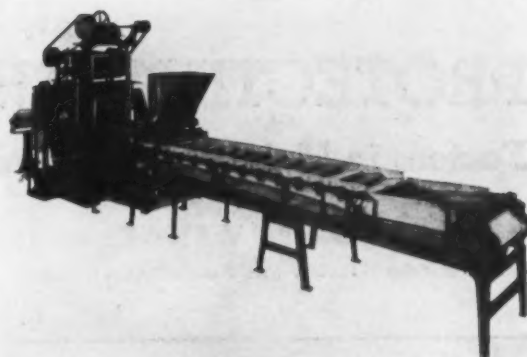
Packaging Materials

In the packaging material field, the outstanding packages were the chrome and glass re-use containers of the Kromex Corporation. Their hostess trays and buffet service offer an exceptionally attractive container for retail packages, as well as a wholesaler's medium for deals. I was also attracted by the cellophane crimped cups in assorted colors exhibited by C. E. Twombly Co., which offers a new idea in sales appeal.

Outstanding in the new application of packaging materials was the lamination process for candy boxes, exhibited by The Dobeckmum Company. A box was displayed showing cellophane laminated on the paper. This offers a soil resistant paper box with exceptional brilliance and attractiveness.

The transparent packaging exhibits of the Cellophane Division of E. I. Du Pont De Nemours, Inc., and the Sylvania Industrial Corporation were very enlightening, as they emphasized the trend in the individual wrapping of candy. Other new packages featuring visibility of the product with transparent cellophane were likewise displayed by these firms.

In fancy packages, the reproduction of full colored photographs on foil, a new process developed and exhibited by Reynolds Metals Company, offers a new sales feature to those interested in the advantage of metal foil wrappers and at the same time wishing to suggest the appearance of their product.



The Sisco Nut Rolling Machine, featured by Savage Bros. Co. in operation at the Show. Includes coater redesigned to coat centers with caramel, chocolate, fondant, icing, etc., and then completely cover the pieces with ground or halved nuts or coconut. It can also be adapted to one's own coater.

New Developments in Equipment

The two outstanding new developments in equipment from a manufacturing standpoint were the Sisco Nut Rolling Machine exhibited by Savage Bros. Company, and the National Plastic Depositor exhibited by National Equipment Company. The Sisco Nut Rolling Machine has been designed to roll centers, which have been coated with caramel or fondant or chocolate, in a moving bed of coconut or nut meats. It can be used in connection with a coating machine or with hand dipping. This machine was in operation during the exhibition, and attracted considerable attention because of its obvious efficiency and reduced labor cost.

The National Plastic Depositor was developed primarily to handle coconut centers or other centers too heavy to handle on the usual depositor. The hopper is equipped with two rolls and longitudinal pumps, the rolls forcing the mass to the pumps which extrude it, shaped, onto a traveling belt. This depositor can be hooked up direct to a coating machine, thereby insuring straight line production.

The display by the Adrian X-Ray Manufacturing Company of their X-Ray Inspector was also most instructive. This is certainly an excellent safeguard and should be given consideration by every wholesale manufacturer for protection against foreign particle complaints.

The American Machine & Foundry Company had a number of their Rose Bros. Wrapping Machines in operation. I was particularly impressed with their new control device which permits the operator to control the speed of operation at will.

The display of the Economy Equipment Company's "Lustr-Koold" Chocolate Cooling Conveyor and their "Belt Turn" was interesting. The Belt Turn is made for 45 deg., 90 deg. or 180 deg. turns, and is especially useful where space is a factor and greater cooling facilities are required. Harry L. Friend exhibited the latest type Friend Hand Roll Machine—The New Englander—now completely automatic with the unusual feature of quick convertibility to semi-automatic, in order to meet all plant requirements.

Package Machinery Company exhibited several types of wrapping machines and I was impressed by the accuracy of register of the wrapper design on the Model GH2 for wrapping either regular or irregular bars at a speed of 65 to 80 per minute. Also this machine (Turn to page 52)

PROTECTING THE BATCH

Factors in Maintaining Uniformity from Kettle to Carton

★ By OTTO H. WINDT, Chief Chemist, E. J. Brach & Sons, Chicago

Address at National Confectioners' Association Convention

MR. WINDT'S introduction to his talk before the packed audience of approximately 500 manufacturers, production men, and suppliers at the Production Session of the N. C. A. Convention contained an ingenious set of "success" equations, which served as the basis of his discussion. His introduction follows:

"During this section of our Production Forum it will be our endeavor to present cross-sections of general manufacturing problems encountered in protecting the candy batch from kettle to carton.

"It will be our aim to avoid a purely formal or highly technical discussion. Our main object will be the creation of an informal "Round-Table" atmosphere which, we hope, will stimulate general discussion of problems of mutual interest.

"The following elementary equations spell success in our industry, as in all food industries:

1. $\left(\begin{array}{c} \text{Standardized} \\ \text{Raw Materials} \end{array} \right) + \left(\begin{array}{c} \text{Properly} \\ \text{Balanced} \\ \text{Formulae} \end{array} \right) + \left(\begin{array}{c} \text{Accurate} \\ \text{Proportioning} \end{array} \right) + \left(\begin{array}{c} \text{Proper} \\ \text{Processing} \\ \text{Methods} \end{array} \right) + \left(\begin{array}{c} \text{Adequate Supervision} \\ \text{Coupled with} \\ \text{Thorough Inspection} \end{array} \right) \longleftrightarrow \left(\begin{array}{c} \text{Standardized} \\ \text{Confections of} \\ \text{Uniform Quality} \end{array} \right)$
2. $\left(\begin{array}{c} \text{Standardized} \\ \text{Confections} \end{array} \right) + \left(\begin{array}{c} \text{Proper} \\ \text{Packaging} \end{array} \right) + \left(\begin{array}{c} \text{Proper} \\ \text{Storage} \\ \text{Conditions} \end{array} \right) + \left(\begin{array}{c} \text{Intelligent} \\ \text{Sales} \\ \text{Effort} \end{array} \right) + \left(\begin{array}{c} \text{Good} \\ \text{Value} \end{array} \right) \longleftrightarrow \left(\begin{array}{c} \text{Consumer} \\ \text{Acceptance} \end{array} \right)$
3. $\left(\begin{array}{c} \text{Consumer Acceptance} \end{array} \right) \longleftrightarrow \left(\begin{array}{c} \text{Repeat Sales} \end{array} \right)$

"These three fundamental equations complete our production cycle."

THE keynote in batch protection from kettle to carton is *standardization*. Standardization must start with raw material uniformity and be coupled with standardized production procedures if confections of uniform quality are to be produced.

The first essential in food manufacture, and candy is rightfully classed as a high energy food, is availability of suitable raw materials. Satisfactory types must be selected and standards adopted to insure uniformly high quality of all raw material purchases. Standardized raw materials are, obviously, of inestimable value to the production man. Their use by the modern manufacturing confectioner eliminates possible and aggravating variables from the already complex production cycle.

Balanced Formulae

With the purchase of standardized raw materials and their delivery to the Production Department, the responsibility which has been carried by the Purchasing Department is immediately transferred, through the

"There is only one difficulty—the topic selected is so broad in its scope that it could well have been entitled: 'Modern Confectionery Production Methods.' In view of the large field which must be covered in the relatively short time available, we have felt it desirable to present our material in a very condensed form.

"The fulfillment of our plan was rendered possible only through the wholehearted cooperation we have received from our collaborators.* These men, known to you all, are outstanding specialists in their respective fields.

"In order to set your minds at ease, permit me to state that the only chemistry in our discussion this afternoon will be what might well be called 'business chemistry.'

medium of the Control Laboratory, to the shoulders of the Production Manager or Factory Superintendent.

We shall not attempt to go into the subject of balanced batch formulae. Certain basic principles underlie all successful candy formulae. We should, moreover, be so well acquainted with the properties of the raw materials at our command that we know what formula adjustments are necessary to produce desired or required changes in confection textures, shelf-life characteristics, etc. Our years of experience have shown us that, with regard to basic or staple confections, certain compositions are desirable in order to produce trouble-free merchandise. Departures from standard formulae and standard manufacturing practices should be carefully checked by comparing the properties of the new or modified products with confections of known composition, known shelf-life, and also known reactions to such weather conditions to which they may be exposed.

Accurate Proportioning

Needless to say that even though we use standardized raw materials, and use a properly balanced formula, still we shall have missed our goal of standardized candies unless *all* batch ingredients are carefully weighed or measured. It is of extreme importance that accurate batch proportioning be adhered to in order to insure confection uniformity. Most candymakers know that sugar and corn syrup should be weighed accurately. But it is not generally recognized that this same fact applies to all other ingredients, including water. Few of us stop to realize, for example, that more water is employed in candy production than any other raw material. The importance of using the same amount of water in all batches of a given type is known to all candymakers who have made pure sugar confections. The influence of the mineral content of the water on sugar-boiling operations must always be kept in mind.

It should also be remembered that coloring and flavoring of candy batches is far from a "necessary evil." The proper application of colors and flavors is of utmost importance in maintaining candy quality. With regard to color and flavor dispensing, unquestionably the most rigorous plan is the distribution of these ingredients through the manufacturing laboratory in the quantities required for each batch. In numerous cases this method would become too cumbersome. Stock bottles of colors and flavors must, therefore, be distributed to the various departments. In the latter case the candymaker is responsible for flavor and color uniformity.

With regard to the adherence to formulae and proper batch "set-ups," *the installation of rigid raw material control methods is gaining favor among progressive manufacturers.* These methods insure closer adherence to formulae and thereby insure greater confection uniformity. Distinct economies may also be effected, especially with regard to the more expensive raw materials; such as egg albumen, gelatine, milk, butter, etc. This plan is in effect a perpetual raw material inventory. Daily checking of actual raw material consumption against the calculated consumption as indicated by the official formulae, provides the management with an effective means for correcting losses. A further development of accurate raw material control methods is the installation of a system of batch control, whereby all ingredients are accurately weighed or measured for each candy batch. Standardization in this case would necessitate the installation of a central raw material control and distributing department. This department would deliver all raw materials in unit quantities—with the exceptions of sugar, corn syrup and water—to each department, in strict accordance with scheduled production requirements.

Great strides have been made during the last few years through the more general application of automatic weighing and measuring devices for water, sugar, corn syrup, sugar syrups, basic batch mixtures, chocolate liquor, cocoa butter, milk, etc. There is only one precaution which must be mentioned in connection with automatic weighing and measuring equipment: *periodic checking is imperative.*

Standardized Production Methods

Our hypothetical production department has now been provided with (a) standardized raw materials; (b) tested formulae, and (c) facilities for proper proportioning of *all* ingredients.

At this point a few words on general sanitation are in order. It is axiomatic that batch protection must also include strict cleanliness throughout the entire process of candy production, from the kettle to the fin-

ished package. Constant emphasis on employee cleanliness and good plant housekeeping are essential for the production of quality confections. *There is absolutely no excuse for lack of proper sanitation in any plant and, most emphatically, none in one in which food products are manufactured.* There can be no compromise with cleanliness.

Another factor in batch protection which is of utmost importance is the *prevention of foreign materials* in candies. Raw material standardization obviously includes thorough inspection to insure freedom from foreign substances. Peanuts and nutmeats in general, dried fruits (such as raisins and apples) should all be subjected to rigid sorting procedures. The installation of such safety devices as air-separators, electromagnets, screens, etc., are of great importance to insure freedom from foreign materials. The proper opening of barrels, wooden cases, etc., is imperative. Wherever possible, glass bottles and graduates used for flavors, colors, etc., should be replaced with suitable unbreakable containers. Candy batches whenever their nature permits, should be strained through sieves of the smallest mesh consistent with good manufacturing practices.

To insure confection uniformity, such proper processing facilities as steam supply, water supply, conditioned rooms, and mechanical equipment (kettles, beaters, depositors, mixers, etc.) must be available. The importance of maintaining all mechanical equipment in excellent condition is very apparent. Reduction of machine "break-downs" to a minimum results in greater batch uniformity. If you have no "hold-over" periods with which to contend that in itself is a form of batch protection.

The *processing steam* supply need not necessarily be above 100 lbs. sq. in. pressure. It must, however, be uniform and dependable. The cooking time of successive batches of any one type of candy should be fairly constant to insure uniformity.

The *cooling water* supply must be adequate and dependable. Slabs and other cooling equipment must cool uniformly. The importance of uniform cooling from the standpoints of production requirements and confection quality is well known and requires no amplification here.

To further safeguard our candy batches, it is essential that adequate supplies of *conditioned air* for cooling be provided for such departments as Hard Goods Manufacturing and Packing, Chocolate Enrobing and Packing, etc.

The importance of conditioned rooms in batch protection and maintenance of candy quality has become a well-known fact. All conditioned rooms must be truly conditioned; uniformity of established temperatures and relative humidities is essential. The optimum conditions for Gum Work, Marshmallows, Buttercream Work, Cream Centers, Chocolate Packing, Hard Candy Packing, Caramel and Nougat Wrapping, etc., should be determined by each manufacturer. These conditions must be maintained in order to insure uninterrupted production of quality confections. Recording thermometers and hygrometers should be installed in all conditioned rooms to serve as constant checks on operation. The importance of air conditioning for the protection of candy "in process" is so apparent that further discussion will be dispensed with at this time.

Has it ever occurred to you what we would do without molding starch? Not all of us do remember, however, that whenever molding starch is used, proper conditioning of this material is of utmost importance. Under all circumstances it must be clean, free from candy (Turn to page 50)



Center of the American Maize Products Co. display, with the silver trophy awarded for best exhibit. The judges, prominent in merchandising, were C. Ray Schaeffer, of Marshall Field & Co.; Fred Shafer, of Chicago Tribune; and T. Heinze, of C. E. Swanson and Associates. The trophy remains in the possession of the winner until next convention.

SEEN AT THE SHOW

Confectionery Industries Exposition During N. C. A. Convention
May 24, 25, 26, 27, 28, at the Palmer House, Chicago

★By EUGENE C. PILCHER



THE AMERICAN MAIZE PRODUCTS COMPANY won the confectionery supply show's first annual silver award for best exhibit, with a display of unusual beauty and excellent presentation of the firm and its products. The AMAIZO exhibit, shown in the above photo, was presented the trophy by the National Confectioners' Association at the 14th Confectionery Industries Exposition, held in conjunction with the 54th N. C. A. Convention, during the week of May 24, in the Palmer House, Chicago.

An impartial committee of three well qualified business men from outside of the industry served as judges to pick the three exhibits of highest merit, in accordance with four points previously outlined. These were submitted to the active members of the convention for a vote to determine the winner. Second place went to the Cellophane Division of E. I. Du Pont de Nemours Co., Inc., and Walter Baker & Co., Inc., came third in the contest.

PHOTOS Left: Du Pont's Cellophane exhibit, voted second, but actually unsurpassed in presentation of product, with light and motion effects. Walter Baker's booth, third, featured the Baker Girls and a ring game, popular in drawing attention to their products.

WHAT THEY SAID—

Comments on the Convention and Exposition

"Many said it was the best they had ever attended. The good feeling among competitors was very impressive. The exhibits were educational and more attractive."—Plant Superintendent.

"This was the best year we ever exhibited. More interest was shown by plant executives. We were well pleased."—Materials Supplier.

"We added 17 new accounts and a number of good prospects."—Equipment Manufacturer.

"The members don't give enough attention to the important business of the convention. The association gets a lot of good speakers, and hardly anybody attends."—Engineer.

"I think the seed was sown for good results which may come later—in fair trade practices, distribution, labor relations, public relations, etc."—Manufacturer.

"4,545 registrations at the show."—Clapp & Poliak, Inc.

The American Maize Exhibit

The AMAIZO booth used green and white for a color scheme. The center panel of the background showed the trade-mark of the company in an extremely effective manner. At the front of the booth were two modernistic show cases in which were shown unusual packages and candy pieces based upon the various holidays throughout the year. Practically all the decorations, including the lovely floral bouquets, were made of candy. All candy shown in the exhibit was made by the AMAIZO technical advisor, Emil G. Fisher. The general effect of the exhibit was most striking.

Du Pont Cellophane Second

A close runner-up for the award was the very attractive exhibit of the Cellophane Division of E. I. Du Pont de Nemours Co., Inc. This was one of the largest exhibits in the show, and displayed in show cases, built into the blue background, many types of candy packed in Cellophane. The main theme of the exhibit was the popularity which has recently come to individually wrapped hard candies, caramels, and other small pieces. This theme was dramatized in the center panel of the background by the use of a miniature stage, across which paraded with mechanical precision many types of individually wrapped pieces. On the two end counters, which enclosed the booth, individually wrapped pieces were displayed in chrome containers. These samples proved popular with the candy-eating visitors.

Walter Baker & Co. Third in Contest

The very popular exhibit of Walter Baker & Co., Inc., which occupied Booth No. 1 just inside the entrance to the Exposition, was a fast running third in the race for the award. This exhibit was designed to display the chocolate coatings, liqueurs and coccas of this division of General Foods. Candies made with their chocolate products were displayed, and although they were hungrily gobbled up by the many visitors, the main attraction was the "Ring the Walter Baker Girls" game, conducted by two ravishing beauties dressed in the costumes of the Walter Baker Girl. In this game, sets of book ends, which were replicas of the Walter Baker Girl, were placed on shelves extending from the background. Visitors were invited to throw rings at these book end sets, and anyone completely ringing a set was awarded one of them. This game kept a group of laughing players in front of it most of the time.

PHOTOS Right: American Machine & Foundry Co. exhibit of Rose wrapping machines and Glen Power Mixer.—Harry L. Friend line of Hand Roll machines.—Ross & Rowe specialties and Fries flavors.—Corn Products Refining Co. corn syrup and starches.—and Sylvania Industrial Corp. display of Sylphrap packages and products.





General Foods Sales Co., Inc.

Directly across was the exhibit of another General Foods Division, The Franklyn Baker Coconut Co. This exhibit was a tropical scene with Mike the Monk delighting the crowd with his antics in the cage which was a part of the background. Of course, Skippy the Chimpanzee, was on hand, looking and acting entirely human in his little suit of clothes, and keeping the crowd in stitches as he rode his tricycle about the Exposition, had his luncheon at his own little table, played hands with many of the visitors, and otherwise acted his usual entertaining self.

T. C. Weygandt Company

Next was the exhibit of T. C. Weygandt Company, which displayed many interesting and unusual chocolate moulds with pictures of some of their machines mounted on an attractive background. This exhibit aroused many comments and questions, among the latter being, "How do you get the chocolate around the mould?"

Burke Products Company

Moving back across the way we find the exhibit of Burke Products Company which displayed their dairy, egg, and pectin products in glass containers on built-up tables which were a part of the tastefully decorated red and white background. At the front of the booth candies made from their products were displayed for the benefit of hungry visitors.

Clinton Company

The exhibit of the Clinton Company came next. This exhibit was a luxurious black velour background with the name of the company mounted on it in sparkling silver letters. No corn products of this company were displayed, the booth itself being furnished with modernistic chrome furniture.

Pilliod Cabinet Company

By the side of the Weygandt exhibit was that of the Pilliod Cabinet Company, in which were displayed many unusual wood candy containers of new design. Outstanding were some of the reuse rarewood chests coated with a patented veneer which brings out in detail the beautiful grain sections of the wood. Another new box was the satin-lined heart shaped container done in pastel blues, pinks, etc.

American Machine & Foundry Company

The next exhibit, which was in a large corner booth was that of The American Machine & Foundry Co. Five of the machines made by this company were exhibited, along with a table on which sample pieces of candy were displayed. Outstanding from the point of interest was the "Rose" machine for individually wrapping hard candies, caramels, etc. Other machines displayed were Rose "R.A.F. 850" form, cut and twist wrapping machine; Rose "Triumph" form, cut and twist wrapping machine; Rose "Eagle" caramel form, cut and fold wrapping machine; Rose "I.S.T." (irregular twist wrapper); "Glen" Vertical Mixer, for mixing marshmallow mixes, nougat, etc. Also used in bakery industry for mixing bread and cake mixes.

The Nulomoline Company

On the opposite corner was another large exhibit, that of The Nulomoline Company. In the center of the background of this exhibit was a large round candy box, the lid of which automatically opened and closed, displaying on the inside several boxes similar in design to the large one. The coloring and design of these packages was very unique. The theme of the entire display was to show candies made with Nulomoline formulas and to illustrate the development of formulas and candy "From the kettle to the consumer." The candy itself was displayed in attractive show cases at the front of the booth.

Fred S. Carver

Against the wall at the end of the hall was the display of Fred S. Carver. On the attractive background were mounted pictures of their cocoa presses in actual operation. At the side

PHOTOS Left: American Sugar Refining Co. exhibit of sugars.—California Fruit Growers Exchange featuring citrus pectin, citrus oils and citric acid.—The Rushion Co. toys and novelties.—The Dobeckmun Co. printed cellophane bags, wraps, and Duplex laminated boxes.—Voss Belting & Specialty Co. belting and laminated caramel cutter boards.

was exhibited a small laboratory press, which gives a pressure of 20,000 pounds. This small press is used mostly for laboratory tests of cocoa beans in which the butter pressed from the sample beans is examined. Actually, this laboratory press is a single unit taken from the larger presses.

Harry L. Friend

Next to the end of the hall, Harry L. Friend had his exhibit of Hand Roll machines. In the center of the exhibit was displayed the automatic "New Englander" which makes 187 pieces in 5 seconds at the touch of a button. Also exhibited was a model of the extremely large "Clipper" and a large model of the "New Englander." Literature describing these machines and their operation was offered the visitors.

Ross & Rowe, Inc.

The next exhibit, also a corner booth, was the scene of much activity. This was the exhibit of Ross & Rowe, Inc., the theme of which was the "R & R Specialties for Candy Hits." This was dramatized by the use of electric target shooting machines, in which the marksman tried his skill at hitting moving targets made to represent candy packages. The background displayed flash-lighted arrows with the names of their products imprinted upon them.

Reynolds Metals Company

Across on another corner was the Reynolds Metals Company exhibit displaying many attractive candy packages in which their foil was used. The outstanding feature of this exhibit was the full color photo printing on foil, which has been pioneered and greatly developed by this company. The candy packages were exhibited on shelves built into the black background, at the top of which was the name of the company displayed in lights.

A. Klein & Company

Directly across the aisle the exhibit of A. Klein & Co., Inc., displayed a lot of sample boxes for the confectionery trade, including many types of Valentine hearts. Outstanding among their new types of boxes were those upon which photographs were used as decoration. This effect is obtained by a new process developed by Klein.

United Chemical & Organic Products Co.

Next, the United Chemical & Organic Products Co. had an unusual display featuring novelty marshmallow work in many unique forms; such as realistic carrots, peanuts, sliced bananas, and an outstanding one in the form of a half peach with the stone still intact. The flavors in these pieces of course matched the various shapes. These pieces were made with the gelatin produced by this company.

J. W. Greer, Inc.

Next was the exhibit of J. W. Greer, Inc., which was decorated in two tones of blue velour. In the front of the booth, literature on the many Greer machines was displayed on a table.

Atlantic Gelatin Company

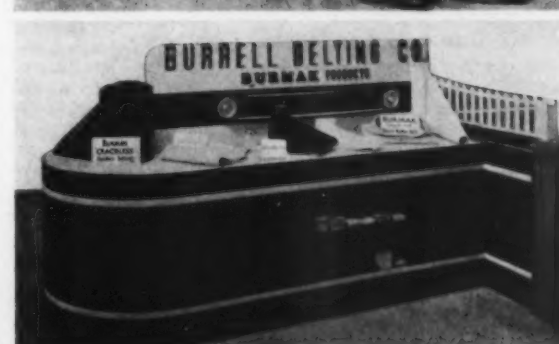
The exhibit of Atlantic Gelatin Company came next, decorated with a black velour background with the name of the company in silver letters. Marshmallow products made with the gelatin of this company were displayed on the table at the front of the booth.

The Manufacturing Confectioner

The next booth, which was on the corner, was that of the Manufacturing Confectioner Publishing Co. On a white background an enlarged replica of the cover of this magazine was displayed in the center. On each side were panels containing promotional material on two of the publications of this company, the *DIRECTORY OF CONFECTIONERY MANUFACTURERS* and *THE MANUFACTURING CONFECTIONER*. On two tables copies of the publications were displayed.

Corn Products Sales Company

Across the aisle again we find the exhibit of the Corn Products Sales Company, which was decorated with a white back-



PHOTOS Right: White Stokes Co., Inc., exhibits its line of confectionery supplies.—American Lecithin Corp. Lexin lecithin.—Armour & Company features its new dried egg albumen.—Anheuser-Busch, Inc., corn syrup and starch.—and Burrell Belting Co. displays Burrell belting and laminated caramel cutter boards.



ABOVE: National Sugar Refining Co. exhibits various sugars for the confectionery industry.—and Penick & Ford, Ltd., Inc., shows its line of Penford corn syrup and Douglas "C" starch.

ground, in the center of which was displayed a large aerial photograph of the Argo plant. The products of this company were displayed in the side of the background and candy made from their products was offered visitors from their tables at the front center.

Kromex Corporation

Next, the exhibit of the Kromex Corporation caught the eye with its shining display of chromium candy containers. Although this company makes containers for many industries, most of them are designed particularly for the confectionery industry from an artistic as well as a practical point of view. In most cases, the glass trays for these containers are made from their own moulds. Outstanding were the heart shaped containers which they report have been unusually popular.

Along side was the prize winning exhibit of the American Maize Products Co., which was described at the beginning of this article.

The Toy Kraft Company

The Toy Kraft Company, on the corner, exhibited many fascinating toys; most of them designed to carry candies packed in various ways. This booth received an unusual amount of interest on the novelties displayed.

Union Standard Equipment Company

Around the corner, the first booth you noticed was that of the Union Standard Equipment Company. In the center of this exhibit was a revolving globe, stating that the re-built machinery of this company is sold and installed all over the world. A model of the Hildreth Puller was also displayed, along with literature on the machinery Union has for sale.

Blanke Baer Extract & Preserving Co.

Across the way was the exhibit of the Blanke Baer Extract & Preserving Company, which displayed dripping fruits of all types, including dripping raisins and raspberry puree. Chocolates in which these fruits had been used were offered the visitors from attractive dishes on a table at the front of the booth.

Sylvania Industrial Corporation

Along side was the large exhibit of the Sylvania Industrial Corporation, in which were displayed many attractive packages in which their cellulose products were used. They also displayed ribbons and tinsel cords which are made with sylphrap by other manufacturers; such as the ribbon made and sold by Hy-Sil Manufacturing Co., and the tinsel cord made by Safe-way Products Co. This booth showed effectively the great use to which cellulose products may be put in the packaging of candy.

A. E. Staley Manufacturing Co.

Across the aisle again we found the booth of A. E. Staley Manufacturing Co. This attractive exhibit was designed to display the corn and soybean-products produced by Staley.

F. J. Schleicher Paper Box Co.

Next was the exhibit of F. J. Schleicher Paper Box Co., in which were displayed fancy candy boxes especially designed for all holidays. Their elaborate satin and paper hearts drew much interest from visitors. Many of the designs represented the newest ideas for packaged chocolates.

Warfield Chocolate Company

Opposite was the Warfield Chocolate Company's exhibit where bars were being coated and dipped chocolates made by a special operation for the benefit of visitors. Pieces were offered as samples, and the background was decorated with large cakes of Warfield chocolates in several different colors.

Economy Equipment Company

The exhibit of the Economy Equipment Company, Inc., was next, displaying a section of their chocolate cooling machine with their Belt Turn, which allows "Straight Line Production with a Curve." Photos of actual installations of this unusual device were also displayed.

American Sugar Refining Company

Across the aisle was the exhibit of the American Sugar Refining Company, which displayed many types and grades of sugar for the confectioner. In the center of the background was a glass show case in which was displayed a regal carriage made of snow white sugar.

California Fruit Growers Exchange

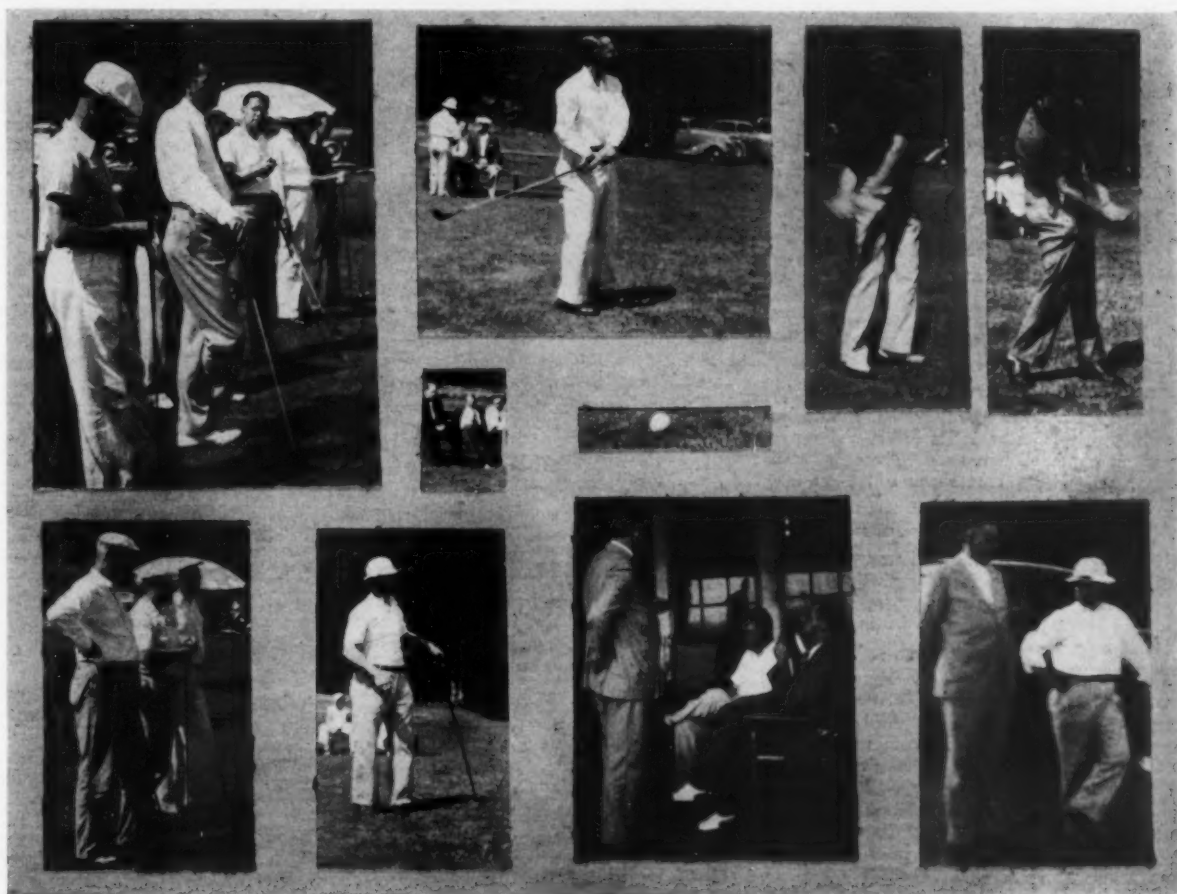
Next was the exhibit of California Fruit Growers Exchange, decorated with a black velour background on which were mounted pictures of two of their plants and a panel listing the products which they produce for the confectioner. In the center foreground were two draped tables upon which were displayed samples of candies made with their citrus pectin.



View of candy bars in carton through the fluoroscopic screen of an Adrian X-Ray inspection machine on exhibition at the show, by Adrian X-Ray Manufacturing Company.

PENNSYLVANIA STATE CONVENTIONITES

Elect Charles L. Supplee President at Wernersville, June 4-5



THE Candid camera snaps some of the Pennsylvania Confectioners' Association members at their Annual Convention, held June 4-5, at Galen Hall Hotel, Wernersville, Pa. Top, left to right: H. G. Rainey, of Mother Hubbard Candies, Lancaster; Lou Kantor, and A. Schultz; center, J. Russell Moedinger, Frantz Candies, Lancaster. Next is Arthur Echil, of D. Goldenberg, Philadelphia; and D. Burns, of Royal Candy Co., Philadelphia.

Bottom row, left to right: Al. Peterson; Ira Minter, of Minter Bros., Philadelphia; and John Bachman, of Bachman Chocolate Mfg. Co., Mount Joy. Next is President-elect Charles L. Supplee, of Frantz Candies, Lancaster. Standing in the meditative group is Robert F. Keppel, 2nd Vice Pres., talking to Leo Ruof, who retired from two terms as president. Both are of Keppel & Ruof, Lancaster. D. W. Weinberg is third in the group. Next is "Bob"

Keppel with Chester Asher, of Asher's, Philadelphia. H. F. Dresel, of The Felton Chemical Co., Philadelphia office, functioned as "staff photographer" for the day.

The new officers are as follows: President, Charles L. Supplee; 1st Vice-Pres., W. R. Roskam, Quaker City Choc. & Confy. Co., Philadelphia; 2nd Vice-Pres., Robert F. Keppel; 3rd Vice-Pres., Harold S. Clark, D. L. Clark Co., Pittsburgh; Secy.-Treas., Arthur D. Bacon, Harrisburg.

Leo Ruof became chairman of the Executive Committee. Others are: Ira W. Minter; John A. Bachman; H. Earl Erb, Luden's, Inc., Reading; Walter L. Hardie, Hardie Bros., Pittsburgh; H. A. Winterknight, American Caramel Co., Lancaster; Arthur Echil; Chester A. Asher; John G. Dieter, John G. Dieter & Son, Williamsport; De Witt P. Henry, of De Witt P. Henry Co., Philadelphia.

The Rushton Company

The Rushton Company exhibit was just across the aisle, displaying a line of toys and novelties. Outstanding were the exceedingly realistic Santa Claus' and stuffed Easter bunnies. Much interest in this booth was expressed by candy manufacturers who have been seeking a quality line of such toys and novelties.

The Dobeckmun Company

The exhibit of The Dobeckmun Company displayed many attractive bag packages showing the merchandising power of printed Cellophane bags. Also displayed were printed rolls

of Cellophane used for individual wraps. It was reported that many manufacturers asked for sample rolls of this material. The exhibit was very attractive, and the lighting particularly effective.

National Equipment Company

Next, and in a corner booth, was the exhibit of the National Equipment Company. The background of this exhibit was black velour with ruffled drapes at the top. Several of the National Equipment machines were exhibited, the new special coconut depositor being outstanding.

In the end position of this aisle was the DuPont exhibit described above.

Package Machinery Company

In the other corner booth was Package Machinery Company, showing several of their wrapping machines. One of the machines was operating, showing how Peter Paul's Mounds and Dreams are wrapped in printed cellulose.

J. M. Lehmann Company

In the next booth, J. M. Lehmann Company, Inc., displayed their No. 913 M. High Production Cocoa Nibs Refiner.

Voss Belting and Specialty Co.

Directly across was the booth of Voss Belting and Specialty Co., displaying belting of all kinds for the confectionery industry and other specialties, including Laminated Caramel Cutting Boards.

White Stokes Company

Next was the exhibit of White Stokes Company, the theme of which was to show that candy can be made better by the proper assembling of quality materials. The booth was unusually attractive and displayed their many confectionery supplies and also candy made with their products.

Pulverizing Machinery Company

Across the aisle the Pulverizing Machinery Company was exhibiting a Number 1 SH Mikro-Pulverizer and a display of various powdered materials. These included several types of sugar and mixtures of sugar and other materials, which had been ground in their machine.

American Lecithin Company, Inc.

The American Lecithin Company, Inc., had an attractive exhibit showing a large color photo of their Chicago plant in the center of the background. Samples of their various products and of chocolate made with Lexin were displayed.

Merck & Company, Inc.

Opposite this booth was the Merck & Co., Inc., exhibit, displaying in attractive glass containers samples of their many products. Outstanding was a display in the foreground of the booth showing on one side Vitamin B and on the other Vitamin C. Panels on this display explained how these two vital products may be incorporated in candy. An interesting angle is that Merck & Company reserves the right to test the finished products of candy manufacturers from time to time to see that these products have been properly incorporated in the candy.

Armour & Company

The exhibit of Armour & Company was next, showing how their new bland dried egg albumen is made. On a table at the front of the booth were samples of several candies made with their product, which proved unusually popular with visitors.

Racine Confectionery Machinery Co.

Next was the exhibit of The Racine Confectionery Machinery Co., displaying candy and chocolate products made on their machine.

B. H. Bunn Company

In the corner booth which came next, B. H. Bunn Co. displayed their automatic package tying machine which looked almost human in operation. There was usually a crowd watching it tie packages quickly and automatically.

Anheuser-Busch, Inc.

At the end of this aisle was the exhibit of Anheuser-Busch, Inc.—unusually attractive with a black background on which was the trade mark of the company and the names of their products in gold letters. In the center of the background was a square glass container consisting of four glass tubes filled with corn syrup. When this was turned upside down, one could watch an air bubble ascend from the bottom of each of the four tubes. Each bubble ascended at a different rate of speed, showing graphically the different densities of these samples of crystal clear syrup.

Better Packages, Inc.

Rounding the corner here, on the left one found the display of Better Packages, Inc., showing many types of gum tape machines and wrapper moisteners. Outstanding was the new Counterboy Autocut Tape Shooter, which has an unusually speedy and effortless operation.

C. E. Twombly Company

Across from this booth was the exhibit of C. E. Twombly Company, displaying many sizes of candy cups, display cases and seals.

Food Materials Corporation

Next was the exhibit of Food Materials Corporation, displaying flavoring materials in pictures, literature on their services, and candy made with their materials in their own service laboratory.

Mawer-Gulden Annis, Inc.

The exhibit of Mawer-Gulden Annis, Inc., displaying all types and grades of dipping cherries. Chocolates in which these cherries had been used were displayed in little transparent boxes, and some chocolates with the tops removed were shown on a table in the center foreground. The booth was unusually attractive, designed as a cherry blossom scene. To add to the atmosphere, a charming young lady in a white afternoon frock was sitting under the cherry trees.

Burrell Belting Company

The next exhibit in this section was that of Burrell Belting Company, displaying Burmak "Crack-Less" glazed enrober belting. Also shown were canvas belts for handling coconut and peanuts, which had been specially treated to retard deterioration from oil.

(Turn to page 62)

Display of The Nulomoline Company at the N.C.A. Exposition, exhibiting numerous confections made with the use of Nulomoline. Grandma's Old Fashioned Molasses, Nulco MeloBan and Convertit. An attractive feature was the large 4-foot, round Pan American candy box, with revolving cover, containing samples of Pan American confections, formulas of which were included in a new formula booklet distributed at the booth.





FOR BULK JELLY GOODS



CITRUS PECTIN

for Confectioners

THIS new jellifying ingredient improves quality by making clearer, more tender, fresher-keeping pieces. Keeps costs down by speeding production and eliminating drying room. Write for generous free samples, formulas and complete instruction manual. Prove the advantages to yourself.



Products Department

CALIFORNIA FRUIT GROWERS EXCHANGE
Sec. 206, Ontario, California

Copyr., 1936, Products Dept., California Fruit Growers Exchange

CONVENTION HEADLINERS IN MINIATURE

Abstracts of Major Addresses, in Addition to Those on Preceding pages. Complete Talks in Future Issues.

President Says "Way Back Home" Is Controlled Distribution; Price Raise

By THOMAS J. PAYNE

President, National Confectioners' Assn.

FOR many years we were so busy squabbling amongst ourselves that we had no time for our distributors, for our old, trustworthy candy jobbers who put most of us into the candy business. They have been gradually folding their tents and passing out of existence. . .

Intense competition amongst ourselves led to indiscriminate selling of candy to anybody who would buy; it led to *uncontrolled distribution*, which is the source of the troubles which we are experiencing today. This was not done willfully—it was done from weakness and a lack of foresight.

Candy today is handled incidentally and casually by all sorts of stores. . . When they know that we have a respect for our products they will respect them, too. . .

Where lies the way back home? As an Association we have already explored somewhat the "road back home"—just enough, however, to know its difficulties. It is my belief that the only way back home is through *controlled distribution*; by *individually controlled resale prices*; by the manufacturer accepting the responsibility for his goods from the shipping room floor until the moment they reach the consumer; that all who handle his goods shall do so at a living wage. . .

We shall be truly prosperous when we can again sell our candy for about 28c per pound as we did in 1925, instead of 15½c per pound as we did in 1936. In 1919 our consumers bought nearly \$8.00 worth of candy per capita and in the past year they bought \$4.26 worth. For the last ten years we have been continuously making more and more candy and selling it for less and less.

We shall be truly prosperous again when every individual again buys \$8.00 worth of candy for his annual requirements; and, from all indications, he is ready and willing. . .

A great many manufacturers wrote the association last fall, urging it to do something to improve their price structure. Enough manufacturers wrote us to lift the structure automatically if they had done individually what they expected the association to do collectively. We are afraid individually to advance prices—we are not afraid to waste our assets. Who is going to help you when you go broke trying to steal business from the competitor?

If your candy is worth more than you are getting for it, I will promise you one thing and that is your customers will buy more dollars' worth of it if you ask more for it—though it is possible they may buy fewer pounds. Some of us must make candy that we don't think a lot of ourselves!

How many of you here today would like to advance your prices 10%? If you want this done, why don't you go home and do it? In fact, I urge every manufacturer here today to go home and advance his prices 10% and I don't think he need be afraid that some competitor will get his business, because the situation is such that, if your competitor did not advance his prices, he would certainly be doing himself a grave injustice. . .

Many of us entertain hopes that the Government will make us do what we are afraid to do for ourselves. I believe this is a fallacy. I don't believe that laws can be made to successfully administer an industry that has not the courage and intelligence to overcome its own troubles. We have expected the Government to do too much for us; to make laws for us; and this has frequently resulted in the Government giving us a ride and, when we come back from the ride, we kick ourselves on discovering that we furnished the horse and buggy.



JOSEPH KOLODNY



C. E. BIRGFELD

Prosperity and Candy Industry

By C. E. BIRGFELD

Assistant Chief, Foodstuffs Division,
Bureau of Foreign and Domestic Commerce

THERE comes a time in the upward swing of the business cycle when the severity of competitive conditions are probably nearly as difficult to survive as are those forces which play such havoc with every man's business on the downward slope of business activity. Increased costs of doing business—higher payrolls and rising prices of raw materials—form the crucible to test the mettle of the business operator.

We are now well along the upward slope of the business cycle. A line connecting average annual indexes of industrial production for the past four years would incline steadily upward. The rate of improvement has been particularly steady during the latter half of that period. Many industries are now operating at capacity or near capacity.

Your own industry might be cited as no exception.

Candy tonnage, after having increased 12 per cent in 1934 over 1933, gained over that by 4 per cent in 1935, and then jumped 8 per cent higher in 1936. The coincidence of a greatly improved purchasing power and a lag in confectionery prices undoubtedly accounted for most of this climb to unprecedented heights. During the past year you sold more than 2 billion pounds of confectionery and competitive chocolate products, establishing an all-time record. This is 200 million pounds more than you sold in 1929, the previous record year.

Costs of some of the principal raw materials used in candy manufacture rose substantially during the latter part of 1936 and, although there have been some recessions, still remain in most instances quite a bit above what they were a year ago.

What happened to the price received by the manufacturer? Judging from our average value per pound figures in the 1936 survey, prices averaged about the same as for 1935. To be exact, the average value per pound rose from one-tenth of a cent less than 15 cents in 1935 to only one-tenth of a cent more than 15 cents in 1936.

Most of your raw materials are purchased in fairly rigid markets—you have little control over their price. Your finished product, on the other hand, goes out into a hard, cold world where it must stand the final test of comparison by a discriminating public in a highly competitive market. Rising raw material costs only heighten the competitive feature of this market.

Anything which you, as an industry, can do to make easier the road which your product has to travel from the shipping

room to the palate of some satisfied consumer should certainly be done. Definitely, this is not the time to "coast". . .

Although your costs are rising, or have risen, you may expect that the ability of the consumer to buy your goods will also improve in 1937. The national income is still going up. While too early in the year to make any official predictions, evidence reaching the Department of Commerce makes it seem likely that the national income for 1937 will exceed that of 1936 by a fair percentage.

With candy tonnage approaching what may be a peak at present population levels, and with higher raw material costs which accentuate the competition in your distribution channels, it seems to me imperative that you make some study of your methods of distribution with the view to effecting economies to relieve the pressure now being felt in jobbing circles. At present prosperity levels—and I am thinking of prosperity as it is reflected in higher prices which are being received by your supplying industries—the candy industry has arrived at that stage of the upswing in the business cycle when competitive conditions are particularly severe. . .

There are certain factors which indicate a need for doing something. Recommendations as to *what* to do will come from other sources.

Candy Distribution as Seen by Tobacco Distributors

By JOSEPH KOLODNY

Exec. Secy., National Association of Tobacco Distributors

THE tobacco distributor is temperamentally unaccustomed to figure in terms of large markups on products. Custom and necessity have taught him to think and figure in terms of very small profits, that—frankly—he cannot be expected to regard seriously a 20% markup on candy. . .

At present, it is no longer a question of the tobacco jobber invading the field of candy; now it is the manufacturer who is enlisting the tobacco jobber and inviting him into the field of candy distribution. . . What we can do, at best, is to concoct remedies—be they of a temporary or permanent nature. And in that manner blend and inject into the system of distribution a program which ultimately will lead to an appreciable elimination of some of the current disturbing factors.

What shall it be?

A.—Cultivate a respect for your product. . . Whether this respect can be developed by the designation of exclusive distributors—which I concede is difficult in many instances—or by the adoption of a more enlightened and comprehensive merchandising policy, is solely within the discretion of the individual manufacturer.

B.—Seek and justify cooperation and service from your distributor. . .

C.—Change your antiquated method of canvassing the trade. This phase of candy merchandising is almost painfully humorous. It, perhaps, applies primarily to metropolitan areas but it appears to me that the "convention" system of selling a wholesaler is still practiced in the candy industry. . .

Now, frankly, how can an individual who takes his business seriously, and how can a number of salesmen representing manufacturing establishments, possibly cultivate a lasting business relationship with and respect for each other by engaging in such slipshod dealings? Either your product merits the attention of the jobber, his salesman, and his customers, or it should not be placed on the market.

D.—Cooperate in efforts directed toward the ultimate elimination of destructive cut-price policies. I have never joined the flock of chronic sob-sisters who maintain that the manufacturer ought to cut off this jobber or that chain store. . .

I am definitely of the opinion that some legal formula must be secured for that purpose. Not because I am a believer in bureaucracy, but because anything that is ordered by law applies with equal force to all branches of industry. Unless a system, be it fair or unfair, be it meritorious or detrimental, applies equally to all those connected with an industry—and everybody is required to heed it—it does not warrant taking a chance with it.

E.—Encourage organization. . . Though competition is still keen and sometimes bitter, on the whole, there is a closer feeling of respect and understanding.

The Wagner Labor Act

By OTTO A. JABUREK

Attorney, Chicago, Ill.

THIS, then, is the National Labor Relations Act. It has been criticised, and justly so,—that it is one-sided, that it protects labor organizations and their members but affords no protection to those who do not wish to be organized into "outside" or professional unions or to employers.

Mr. Chief Justice Hughes, in the Jones & Laughlin Steel Corporation decision, says that fact does not make the Act unconstitutional; that Congress may enact legislation, one step at a time.

It is to be hoped that in the not far distant future Congress in its wisdom will take another and further step in the matter of legislation affecting the employer-employee relation and will protect those workers who wish to remain free of labor organizations; that these workers will be protected from interference, restraint and coercion on the part of organized workers and their representatives; that they may be as free to refuse to join any organization as the Act seeks to make free those who wish to join; that Congress may in its wisdom protect the employer from interference, restraint and coercion on the part of labor unions and their members and enable him to carry on his business without interference, as is his legal right.

When that is done, when that day comes, — then we may indeed have true collective bargaining.

Increasing Retail Candy Sales by Promotion

By J. F. MULCAHY

Fred Harvey, Union Terminal, Cleveland;
President, United Confectioners' Board of Ohio

TODAY big retail business is operated by creating sales, and one of the methods is creating demand. . . The retailer can help the industry to increase the per capita consumption of candy only if the industry will do its share in creating demand. . .

Examples of creating demand by industry are Mother's Day, Father's Day—First Aid Week. Groups, not individuals, were responsible for each of those demand creations. . .

But each promotion of this type must be fundamentally sound if it is to be supported by the public and by the trade in general. We in the candy field cannot have a tag day for our industry. The promotion must be built on facts.

Candy is a health product, but does the public fully realize the merits of candy?

On April 24, representatives of all avenues in the candy field of the state of Ohio met in Columbus. Retailers, independent and multiple store operators, jobbers, brokers and even manufacturing retailers, met for the purpose of organizing a united group to protect the candy industry of that state. . .

To promote candy—to function under the Fair-Trade Law—to protect the commodity from unjust tax legislation—to really merchandise candy—it will cost in the state of Ohio to do these things, approximately \$100,000.

And 60,000 units of retailers and 475 jobbers in Ohio, all making an honest profit, will be a healthy condition and it will be a model for the rest of these United States to follow.

Distribution Problems in Southern Territory

By C. M. McMILLAN

Secretary, Southern Wholesale Confectioners' Assn.

THERE ARE TOO MANY DISTRIBUTORS NOW, AND THE NUMBER IS GROWING—that is the basic problem that confronts organizations in the industry, such as the N.C.A., the S.W.C.A., and



Q U A L I T Y
F L A V O R S

MOCHA CONCRETE

For an outstanding taste in your cream centers, try this remarkable true-to-real-coffee flavor.

QUALITY FLAVORS for Quality Candies — most economical to use.

POLAK'S FRUTAL WORKS

Inc.

NEW YORK
350 WEST 31ST STREET

C H I C A G O
427 West Erie Street

others who are trying to keep the industry on a profitable basis...

I prefer to say that THERE IS NO REMEDY until these three factors—jobber, manufacturers and traveling men, experience a deep conviction of their respective responsibilities for the condition of too many wholesale distributors and set about collectively and individually to do something about it...

It might be possible for them to work out some such ideas as the following:

1. A measuring stick might be created, on which a manufacturer and traveling man might lay each prospective new distributor, and thus determine whether or not he is equipped financially and otherwise to make a successful candy jobber...

2. It is also possible that an impartial agency such as Dun & Bradstreet might be used to check up on prospective distributors to see what their past records have been relative to maintaining their prices, and other competitive practices...

3. It would also be possible to prepare a measuring stick of markets by which the manufacturer and traveling man could place the market where the new distributor proposed to enter and see whether or not it would be possible to increase total volume of candy in that market...

4. It might be worked out, too, so that the manufacturer who sold through the supply jobber would be like the manufacturer who sells direct to the chains and syndicate stores; the supply jobbers would be their outlets and the service jobbers would not attempt to handle those lines. Or if this was not practical, there might be established a differential between the supply jobber and the service jobber, in view of the fact that the supply jobber does not perform a selling job for the manufacturer at all...

Perhaps the South would make a good testing ground for experimental conferences. Perhaps the annual convention of the S.W.C.A. which will be held in New Orleans, Louisiana, July 21, 22 and 23, could serve as the first of such conferences. Nothing would please the officers of the S.W.C.A. more than to have the NCA send a delegation to New Orleans to meet with a delegation of jobbers and traveling men to work on this problem.

Executive Vice President's Report—Legislation

By A. M. KELLY

Exec. Vice Pres., National Confectioners' Assn.

DURING the past year, the performance of my duties has taken me into fifteen states... You are all familiar with the repeal of the tax on candy in Kentucky, and with the agreement reached in Louisiana, regarding the classifications of candy for registration purposes. Excise tax problems arose in many other states...

A survey by the Kentucky Wholesale Confectioners' Association revealed that candy and chewing gum sales, after the tax became effective on July 1, 1936, were from 25% to 75% lower than the corresponding months of 1935. The Kentucky tax was repealed at a special session of the Kentucky legislature.

Since our last convention, legislation affecting confectionery, either directly or indirectly, has been considered in the following twenty-one states: Louisiana, Kentucky, Ohio, Oklahoma, Arkansas, Tennessee, Wisconsin, Connecticut, New York, Georgia, Maryland, Maine, California, Texas, Oregon, Kansas, South Carolina, Minnesota, Illinois, Idaho and Nebraska. Immediately upon notice, each of these separate threats received the attention of the legislative committee and the general counsel, with satisfactory results in every case.

Proposed Federal legislation, such as the Food and Drug Bill, Federal Trade Commission Bill, Sugar Excise Tax Bill, and the ever-present discussion of candy in relation to the renewal or repeal of existing excise taxes, has required participation in a number of conferences with the chairman of the legislative committee and the general counsel in Washington; as well as calls on various legislators and government officials.

Associated Retail Confectioners of U. S. Elect Chester A. Asher at Cleveland

THE Associated Retail Confectioners 21st Convention which was held May 19-21 at the Hotel Statler, Cleveland, gave inspiration and driving force to the members attending by the exchange of ideas in the forum and the informal discussions. It was one of the most successful conventions of recent years with an enthusiastic attendance.

The new president is Chester A. Asher, Jr., of Asher's, Philadelphia. Mr. Asher is unusually merchandising minded and enthusiastic for the progress of the retail confectioners. M. D. Meiss, Putman's, Inc., Cincinnati, Ohio, and Elmer G. Wieda, Wieda's Inc., Paterson, N. J., were elected First and Second Vice Presidents, respectively. The Executive Committee is composed of the following:

Howard H. Fiske, Fiske's Candy Shop, Cambridge, Mass.; Herbert R. Dimling, Dimling's Candy Shops, Pittsburgh, Pa.; George LeSauvage, Frank G. Shattuck Company, New York City; M. L. McGuckin, The Maramor, Columbus, Ohio; Charles S. Mitchell, Mitchell's, Nashville, Tenn.; George Hope, Jr., Hope's Confectionery, Fond du Lac, Wis.; John Mavrakos, Mavrakos Candy Company, St. Louis, Mo., and Heber Harter, The McNally-Doyle Company, Cleveland.

As usual, the program was centered around discussions by the members on packages that sold during the past year, their experiences, and management and conduct of their own particular business. They exchanged formulas and merchandising ideas.

Rubel Heads New Manufacturers' Group

AT a meeting held June 5 at the Palmer House, Chicago, attended by approximately forty leading candy manufacturers of the country, a new organization, to be known as the Candy Manufacturers' Exchange, was formed. Headquarters will be in Chicago.

J. L. Rubel, who has been active in the candy manufacturing industry for many years, was appointed Managing Director and Treasurer.

The organization has no connection with any other candy association and it is understood that it is not to be competitive in any way with existing groups. The purpose of the Candy Manufacturers' Exchange is reported to be "to bring about an exchange of ideas and better understanding, and to gather statistical information."

The organization is expected to grow in membership to much larger proportions within the next few months. Headquarters are at the Palmer House, Chicago.

Southern Candy Salesmen Elect Officers

SOUTHERN SALESMEN'S CANDY CLUB held their third annual convention at the Robert Fulton Hotel, Atlanta, Ga., last month. Manufacturers' representatives and brokers attended.

T. H. Hubert of Miami was elected president of the club, Ben Edkins of Chapel Hill, N. C., and Algine Sims of Charlotte, N. C., were elected first and second

Mr. Howard Fiske, retiring President, opened the association discussion on the past year's activities. This was followed by an address by secretary W. D. Blatner, on "New Laws and Pending Legislation." As usual, Anderson Pace led the discussion, starting briefly with a resume on "What Forms of Advertising Do the Job Best."

Mrs. Julia C. Steven, successful Chicago wholesale and retail candy manufacturer, led a symposium on "Packaging as We Practice It." The members joined in a general discussion on the subject. Mrs. Steven stressed the fundamentals of good packaging. "Good packages," she said, "must be efficient carrying cases, protectors from damage, spoilage and soilage, attractive, attention-getters and display-features."

A Licorice Trouble Chart was presented by Mr. A. A. Lund of the Lund Laboratories, New York City. This practical chart names the troubles which are sometimes experienced with different types of licorice work and explains how to avoid them. Another practical talk followed, which was on "Containers," by Mr. Jack Stolteben, of the Dobeckmun Co., Cleveland.

M. D. Meiss, of Putnam, Inc., Cincinnati, conducted a symposium on "Christmas Business." This discussion centered around novelty packages for Christmas, advertising, creating new items for the Christmas trade, and suggestive ideas for Christmas selling.

Many entertainment features were enjoyed by the membership and their guests.

vice presidents respectively. Fred Murphy of Atlanta, is the new secretary and treasurer. A convention committee was appointed consisting of Reid Green, chairman, W. M. Wallace and H. V. Hanners.

Sugar—A Case Study Of Government Control

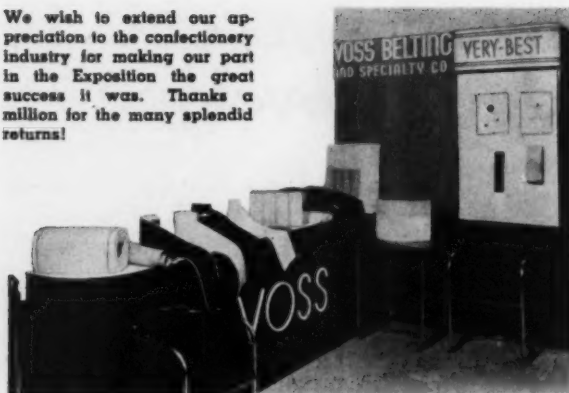
THE MacMillan Company, New York City, have published a book on sugar by John E. Dalton entitled, "A Case Study of Government Control." This book is particularly timely because of the present battle over the new sugar bill. In the outcome of government control over this billion-dollar industry is involved the fate of many other industries which are leaning toward Federal control. Mr. Dalton is an executive vice-president of the National Sugar Refining Company, ex-chief of the Sugar Section in the A. A. A., and a former member of the faculty on the Harvard Graduate School of Business.

Credit Men Meet in Chicago

THE confectioners group will meet with the National Association of Credit Men at their 42nd credit parley, Hotel Stevens, Chicago, June 21 to 24. Scheduled as a feature of the 42nd annual convention of the association will be an analysis of the basic principles of credit.

I. R. Wagar, credit manager of E. J. Brach & Sons, Chicago, is national chairman of the confectionery manufacturers group.

We wish to extend our appreciation to the confectionery industry for making our part in the Exposition the great success it was. Thanks a million for the many splendid returns!



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Belting Specialists for the Candy Trade

- Voss glazed enrober belting will not chip or crack.
- Voss batch roller belts, of heavy tubular woven material, folded and reinforced at the edges, are guaranteed to give more service and better satisfaction.
- Try the Voss caramel cutting boards of special laminated material that will not chip, crack or fray.

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The "SIMPLEX" is now manufactured in several models (for cream fondant, toffees, grained mints, and hard candies), each adaptable to your particular problem and type of candy.

Write us for details.
"Cutting Costs with a Simplex."

VACUUM CANDY MACHINERY CO.
15 Park Row New York City

EFFICIENT FACTORY LAYOUT

(Continued from page 29)

you haven't given him the problem correctly—that whatever conveying system you may need should fit into your plant as a whole and your entire manufacturing problem as a whole, rather than to correct one small fault that is apparent at the time. It is quite probable that instead of putting in a conveyor to move stuff from here to there, that one of the producing departments involved in this problem should be moved, and no conveyor salesman has the time or particular understanding of your problem to give it enough study where he can afford to put his neck out to the extent of asking you to move a whole department.

The conveyor system for your plant should have long and careful study, with due consideration given to all the elements that enter into it, and it should be considered as an entire system, rather than a bunch of unrelated single conveyors. I have seen plenty of conveyor installations in plants where the goods were trucked to the conveyor and then trucked away from the conveyor! This doesn't seem to me to make sense.

Another thing that should be given intelligent thought in designing a conveyor system is to see that it does not take up valuable floor space. If it does, it may be as big a nuisance as the trucks which it displaced. In most cases conveyor lines can be suspended from the ceiling, occupying space that otherwise is of no value to you. When a conveyor line is used for the assembling of goods or packages, obviously it must be at a convenient working height for the people engaged on it, but when it serves simply as a conveyor it should be located where it will not use up space suitable for active manufacture.

The various types or kinds of conveyors that are offered to you are all excellent for the work for which they were originally designed. But when your conveying problem comes up it would be well for you to study all of the various types of conveyors. Too often we find roller conveyors used where a belt conveyor would be better, and vice versa. Sometimes it is desirable for a conveyor to be used as a storage conveyor, on which goods and orders are allowed to accumulate, and this in turn calls for another type of conveyor. Then, also, many conveying systems, particularly gravity systems, are likely to injure the goods or packages that they are conveying. So, give the matter of conveyance your very best thought, and do not let first costs be too great a consideration in your selection.

Also, in laying out your conveying system, bear in mind that the confectionery business is in a constant

Ever seeking to improve cocoa and chocolate equipment

IT is natural that the name of LEHMANN appears so often in relation to the development of machinery for refining cocoa and chocolate, because LEHMANN has maintained a leading position in that field for more than 100 years. With such a background our efficient organization of designers and engineers always is seeking to improve on existing methods and practices. Their knowledge and experience are freely available to manufacturers who have the same thought in mind.

J. M. LEHMANN COMPANY, Inc.

Established 1834

250 West Broadway New York, N. Y.

The Standard for Quality in Machinery Since 1834

Factory: Lyndhurst, N. J.

state of change and try to anticipate as much as possible any changes that may come in your style or size of packages, or the shape of the containers, or the material that is to be conveyed.

After getting used to the idea of seeing your plant laid out on floor plans, I would suggest that you give a great deal of thought to this next point. Most people walk into a room or a factory department and see that room in only two dimensions—length and breadth—but all rooms have three dimensions, and it is in the utilization of this third dimension—height—that you can save a great deal of valuable floor space and greatly facilitate your manufacturing operations. Most of your cooking can be done on balconies or raised platforms and the material can be flowed to the next point in the process.

Suggestions for Revising Chocolate Coater Department

For instance, consider the enrober department. This is one process in the manufacture of confections that has gotten an awful kicking around in the candy plants.

There is hardly a coating machine in the country that couldn't run about twice as fast as it is running at present. The reason they are not running faster is that it takes so much time to cool the goods and so much space to pack the goods produced by the machine. This is due to the fact that most of your plants are entirely too narrow or too short for an efficient coating operation, and yet, granted that the building you are occupying is too short, I venture to say that four out of five of you are not using the full length of your space for this operation because you have not been able to see things in this third dimension—that of height. Frequently, directly in line with your coating operation you will have melting kettles, tempering kettles, or space allotted to truck loads of trays, and then at the packing end of your operation you will have tables scattered about for the assembly of boxes and cartons and things of that nature.

Now, let us start this line right at the wall, allowing a four foot aisle; which is as wide as any truck or machine you are liable to move down that aisle. Then let us use this third dimension. Let us put your melting kettles up in the air, above your belt line, on platforms. Let us put the tempering kettle on a platform that straddles the feed table of this coating machine at a point where the chocolate will run into the machine. You will find that by this move you save 12 or 15 feet of very valuable space. Next, regarding the material coming to these machines on trays and trucks—look this over and see if it cannot come on an overhead conveyor from the department above. That move will save you more space. Then, let's go to the cold room side of this operation. Let us run this belt within four feet of the far wall, allowing no room whatever for tables. Then over your packing belt let us put a conveyor that will convey your boxes or packages back in the direction from whence they came and over the top of these cooling tunnels let us build a platform. You will still have ample head room for all your operations, and on this platform you can do all your final boxing or packing. Thus, in spite of the fact that your factory is not long enough for a really fine coating operation, you have at least utilized the available space in the best possible manner.

Efficient Use of Floor Space in Slab Operations

Another example of what seems to me a very inefficient use of floor space in a candy factory is in slab operations.

Here we have a room 13 or 14 feet high, slabs laid out all over the room with an inch or so of candy on each slab. In other words, we have 14 feet of space and we are using one inch of the 14 feet. That doesn't make sense, either. Wherever these slab operations can go on wooden slabs, the slabs can be tiered 8 or 10 high. Then you are using 8 or 10 inches of your 14 feet, at least. Where your operations require the use of steel water-cooled slabs, or where the goods are poured directly onto metal, I would advise that you consider the use of steel belts, not so much with the idea of saving space but to make a continuous operation out of an intermittent operation. A continuous operation admits of speeding up, where a scattered, intermittent operation seldom gets much speedier than it was the first day it started.



The Last Word

★ IT IS because Hooton's Chocolate Coatings are so eminently satisfactory that you will find so many confectioners using them. If you want all of the things that count—flavor, color, uniformity, workability—you will do well to look into Hooton's Chocolate Coatings. Tell us to send samples at once. There is no obligation whatever.

HOOTON
CHOCOLATE CO.
NEWARK, NEW JERSEY

NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

New Brochure on Pectin Candies

CALIFORNIA Fruit Growers Exchange, Ontario, California, have just issued a new booklet on pectin goods which not only presents facts and figures as to why all confectioners should make pectin goods but also contains a complete set of commercial recipes together with two pages of suggestions and comments for the man who actually makes the candies and another page showing some of the usual types of packages in which pectin goods are now being packed. The purpose of the booklet is to encourage the present users to make more quality candy and to make pectin goods attractive to those confectioners that are not already making this line. A copy will be mailed to any candy manufacturer upon his request.

H. Kohnstamm & Company Moves Los Angeles Offices

H. KOHNSTAMM & COMPANY has enlarged its Los Angeles office and increased personnel due to increased business. The office is now located at 4735 District Boulevard.

Package Machinery Company Vacations in August

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts, are giving its entire force a 2-weeks' vacation, August 2nd to 14th, with pay. In order to do this they are shutting down their plant the first two weeks in August with only part of the office force and the branch offices on duty. The company believes this constructive move will enable them to render better service to their customers and at the same time benefit their employees.

The Associated Members of N. C. A. Elect Committee

DURING the recent convention of the N.C.A. the Associate Members met and elected a standing committee to represent them in matters of general importance to them. They elected the following committee which will hold over until after the next Exposition. Dave O'Connor of Penick & Ford, Ltd., Inc., is chairman; members of the committee are George A. Bausman, National Equipment Company, Springfield, Mass., Frank J. Schleicher, F. J. Schleicher Paper Box Co., St. Louis, Mo., Wm. W. Stokes, Armour & Company, Chicago, and Mr. Rooney, Food Materials Corporation, Chicago.

Voss Have New Cooling Tunnel Belt

VOSS BELTING & SPECIALTY COMPANY, Chicago, have announced a new glaze enrober cooling tunnel belt which they report has been widely tested during the last year and will now be offered to the trade.

Fritzsche Official in Europe

B. F. ZIMMER, vice-president of Fritzsche Brothers, Inc., New York, has gone for a two months' trip which will take him through Italy, France, Switzerland, Ger-

many and England. In France, Mr. Zimmer plans to join Dr. Guenther, Fritzsche's chief of research, who will accompany him to the Company's Seillans plant which is being enlarged.

Douglas Meservey Leaves Du Pont

DOUGLAS W. MESERVEY, who has been in charge of advertising for the "Cellophane" division of the Du Pont Co., will join the Program Department of the National Broadcasting Company in an executive capacity on July 1.

The Du Pont Company have been aiding sales of candy manufacturers by advertising the merits of individually wrapped candy to the consumer through consumer publications.

R. P. Cecchini Joins Rockwood

ROCKWOOD & COMPANY, Brooklyn, New York, cocoa and chocolate manufacturers, has announced that R. P. Cecchini has been appointed to an executive sales capacity with the firm. He was formerly sales supervisor of Larus & Brother Company, Richmond, Va.

Six New Profit Making Formulas

BRAZIL NUT ADVERTISING FUND, New York City, has issued a new booklet which includes six new summer confection formulas for Summertime Caramel Cuts, Toasted Brazil Noisettes, Brazil Fruit Slices, Brazil Nut Nougat Chews, Brazil Apricot Jelly Cuts, and Creamed Milk Brazil Nuts, utilizing Brazil nuts. In addition to these a formula for coloring Brazil Nuts is available.

Lithographers Elect Officers

THE Lithographers National Association, New York City, at their election of officers, named General William Ottman, executive vice president of the United States Printing & Lithograph Company, Newark, as president and E. H. Wadewitz, president of the Western Printing & Lithograph Corporation, Racine, Wis., as vice president. Milton W. Thwaite was re-elected treasurer, and W. Floyd Maxwell has been reappointed executive secretary. Percival D. Oviatt, Rochester, has been named general counsel.

Sales Executives Elect P. C. Magnus Director

THE Sales Executives Club of New York held their election of officers recently and Percy C. Magnus, president of Magnus, Maybee & Reynard Company, New York City, was elected one of four directors.

Flavoring Extract Men Meet

THE 28th Annual Convention of the Flavoring Extract Manufacturers Association of the United States was held at the Congress Hotel, Chicago, during the week of June 24th. The new officers for the coming year are George M. Armour of McCormick & Co., Baltimore, president; L. P. Symmes, Baker Extract Co., Springfield, Mass., vice president; A. F. Wussow,

ANALYSTS

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The "LUSTR KOOLD"

Chocolate Cooling Conveyor

and Dry Air Conditioner similar to those shown above are now used by many leading confectionery and biscuit manufacturers.

They find "Lustr Koold" performance superior — giving fine appearing goods for package work, or high volume for bulk goods.

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All sizes from 100 to 5000 lbs. Capacity

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There's no need to tell you what uncontrolled indoor weather can do to candy production . . . product quality . . . and profits.

We can assure you, however, that losses and delays due to these conditions can be eliminated . . . with a Sturtevant Air Conditioning System.

Life Savers, Inc., have done it. American Mint Co., too. Our long experience with these and many others in the candy industry is at your service. Let us show you what air-conditioning can do in your plant.



COOLING & AIR CONDITIONING CORP.

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Price Flavoring Extract Co., Chicago, second vice president; Clark E. Davis, Virginia Dare Extract Co., Brooklyn, N. Y., third vice president. The executive committee includes John H. Beach, Seeley & Co., New York City; George H. Burnett, Joseph Burnett Co., Boston, Mass.; W. F. Meyer, Warner-Jenkinson Co., St. Louis, and John A. Hardy, Larkin Co., Buffalo, New York.

Eightieth Anniversary of T. M. Duche & Sons

T. M. DUCHE & SONS, INC., New York City, have issued a brochure in commemoration of their 80th anniversary. The Duche enterprises were founded in London in 1857 and the first American office was opened in New York at 80 Broad Street in February, 1879. The brochure gives a brief history of their company and its activities, and also gives recognition to members of their organization who have been associated with them many years.

Wilbur Suchard Chocolate Company

WILBUR SUCHARD CHOCOLATE CO., INC., Lititz, Pennsylvania, has reorganized and a new company has been operating since May 1, 1937. Walter H. Mann is president; E. C. Fearheller, secretary and treasurer; B. G. Forrest, assistant treasurer, and H. F. Ruley, assistant secretary.

Walter H. Mann is the active representative of the new management and is devoting considerable time to intensive sales effort. E. C. Fearheller, 10 years with the company, is in charge of production and financial affairs, acting in the capacity of general manager. The company continues to manufacture H. O. Wilbur & Sons Products which will continue to be sold under the Wilbur name. The Suchard items are Swiss process products, formulated by Suchard, S. A. Neuchatel, Switzerland. Mr. W. de Perrot continues with the new corporation in a technical capacity as the representative of Suchard, S. A.

PROTECTING THE BATCH

(Continued from page 33)

tailings, splinters, nails, and other foreign materials. It must, furthermore, be at a definite temperature and possess a definite moisture content at the time of deposition of the confections. Starch conditions must be varied for the different types of candies; optimum conditions for any given confection must be determined by each manufacturer. The proper use of rotary dryers and coolers in conjunction with continuous reeling or screening, as well as the use of conditioned rooms, all tend to provide us with molding starch possessing the proper characteristics and aid us in the protection of batch from kettle to carton.

An additional factor of vital importance in candy batch protection is the *availability and the proper use and care of thermometers, hydrometers, hygrometers, pressure gauges, vacuum gauges, refractometers, viscosimeters and other testing instruments*. All instruments used in the various departments must be accurate and should be so constructed that they may be easily read by the technician. To insure continued accuracy, periodic checking of all instruments is mandatory.

In this entire field of batch protection the importance of proper *laboratory control* cannot be over-emphasized. Laboratory control starts with raw material standardization and inspection and follows through all

phases of the production cycle of all confections in the modern candy plant. Laboratory checked Process Control is one method for insuring batch protection which is available to only the larger manufacturers. It is very apparent that it is essential that the efficiencies of starch dryers, air-conditioning systems, moisture contents of finished products, fineness, viscosities, and fat contents of chocolate coatings, etc., be known in order to insure product uniformity.

Supervision

Adequate departmental supervision of each step in the manufacturing process is essential for proper batch protection. Eternal vigilance must be exercised by the supervisor in order that the standard confection specifications are fulfilled. Proper judgment must be exercised when departures from regular routine are occasioned by machinery breakdowns, steam pressure fluctuation, slight variation in raw materials, and other unforeseen causes.

Inspection

Proper protection of confections requires exacting inspection and adherence to established specifications. Progressive manufacturers have efficiently organized inspection departments whose duty is the continual safeguarding of candy quality. The head of this department reports directly to the plant superintendent. He is, moreover, directly responsible for the condition of all confections sent to the shipping room. It is the duty of the inspectors to check adherence to finished product specifications with regard to textures, colors, flavors, general appearance, "finished counts," etc. They are also responsible for the proper adherence to packing specifications with regard to liners, dividers, partitions, net weights, etc. No departures from established standards are tolerated without written orders from the superintendent to the department head concerned. Another function of the inspection department is the periodic examination of all shipping floor stocks. This plan insures that all outgoing merchandise is in perfect condition. *Candy inspection and protection go hand-in-hand—there are no "short-cuts."*

Packaging

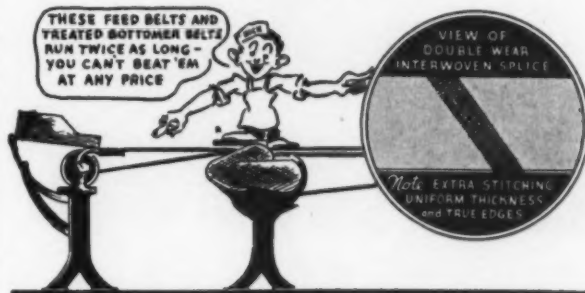
In closing the subject of batch protection a few general remarks on packaging may be in order. It should be borne in mind that the method and type of packing which must be adopted for any confection is determined entirely by the nature of that confection. What might be termed "tailor-made" packaging is essential. Standardization can be carried out to a limited extent with regard to boxes, caddies and cartons. However, the proper use of partitions, dividers, trays, liners, wax wrapping, etc., are extremely important for properly protecting the candies until they reach the consumer.

In at least one large middle-western candy factory all finished packages are subjected to extensive weather reaction tests before final packaging specifications are adopted. In these tests one set of packages is exposed to artificially-created severe summer conditions of high temperatures and high humidities and another set to drying conditions. The test period is at least two weeks in duration. During this time careful inspections of the candies are made at regular intervals.

Aside from trying to maintain in each package the optimum atmospheric conditions for the candy under consideration the package must have sufficient strength to withstand the rough handling to which it is subjected in transit. One test which is important from this standpoint is that of subjecting the completed package in its regular shipping container to a standard "handling" or "roughage" test. The ability to withstand this test is

BURMAK

ENDLESS FEED AND BOTTOMER BELTS



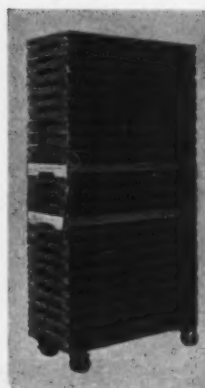
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Do Not Absorb Fats or Oils
Have Little Stretch
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Chocolates Do Not Stick

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Modernize
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No Splinters - No Nails

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Will stack and work on moguls
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PECTIN CANDIES
COMPLETE - READY TO USE

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AND CO., INC.

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CITRIC ACID

POWDERED CRYSTAL
 GRANULAR

TARTARIC ACID

POWDERED CRYSTAL
 GRANULAR

**SODIUM
 CITRATE**

taken as an index of the efficiency of packaging. In this way one may readily determine what additional factors are necessary for the proper protection of the candies in the shipping carton.

These remarks will close our general discussion of problems encountered in Quality Control and Batch Protection. Our collaborators will now discuss specific practical problems encountered in protecting the various types of candy from kettles to carton.

COLLABORATORS

WILLIAM M. BELL, Kraft-Phenix Cheese Corporation, Chicago, Ill.

HORACE B. COSLER, Pan Confection Factory, National Candy Co., Chicago, Ill.

ROBERT ESTERLY, Luden's, Inc., Reading, Pa.

FRANK HEBNER, Shotwell Manufacturing Co., Chicago, Ill.

J. J. KOOMAN, Schutter Candy Co., Chicago, Ill.

CHAS. W. VAUGHAN, Ohio Confection Co., Cleveland, Ohio.

F. A. VONLIEBERMANN, W. F. Schraft & Sons Corp., Charlestown, Mass.

NEW AND IMPROVED PRODUCTS

(Continued from page 31)

uses Cellophane or glassine in rolls, which represents a further economy. The Model FA2 of Package Machinery Company as well as the MP Model of Miller Wrapping & Sealing Machine Company are recommended for the wrapping of extension edge or plain slip top boxes.

By far the largest piece of equipment in the show was the Cocoa Bean Roaster and Dryer exhibited by Buhler Bros., Inc. It was so large it was impossible to get it into the main Exposition Room. This roaster is a most impressive piece of equipment. It operates chiefly on steam heated air, and samples of beans roasted in it were exceptionally uniform. J. M. Lehman Company, Inc., exhibited a new cocoa nibs refiner with disc mill mounted on top. It is claimed that it will produce 750 to 1,000 pounds of exceptionally fine ground cocoa liquor per hour, and is well adapted for grinding liquors for cocoa powder. A representative of the company tells me that they have no doubt it will only be a short time before they will make finished coatings from nibs and granulated sugars on a machine of this type.

I was also interested in the pot viscosimeter exhibited by W. A. Cleary Corporation. This appears to be a very handy instrument and assists in bringing the laboratory closer to operation, providing this step is not at a sacrifice in accuracy.

There were many other exhibits, as well as other items of interest at the booths of the exhibitors mentioned, which I have not commented upon, as in this discussion I have only attempted to pick out the newer features. I feel that the supply industry as a whole, is to be congratulated on a most successful exposition and I feel sure that with the continued support of candy manufacturers, we may look forward to still better expositions in the coming years.

J. J. Martin heads a new candy manufacturing firm in Platteville, Wis., and which will be known as the Nut Confection Candy Co. Mr. Martin has had experience in several large factories in the Middle West, including Allen Quail Co. of St. Paul, Minn.

Culinart Products, Inc., Chicago, has recently been organized and is in partial production at 2419 West 14th street. **H. R. Unger** is president and **Peter Volid** is sales manager. They will manufacture marshmallows, both under private labels and their own brand names. Sales will be handled through brokers.

Charles N. Miller Company, Boston, has sold its Samoset Line (including trade-mark) to **H. D. Foss Co.** of East Boston. Charles N. Miller Company has become very active on its Mackintosh Toffee line.



Candy Packaging

- SUPPLIES
- SALES AIDS
- MERCHANDISING

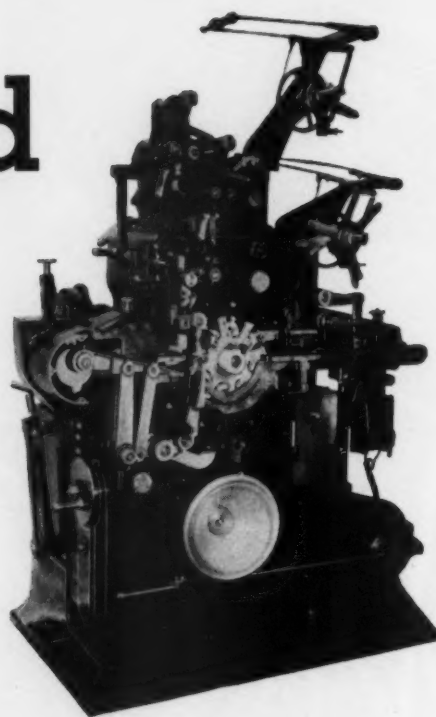
THIS SECTION APPEARS MONTHLY IN THE
MANUFACTURING CONFECTIONER

Far ahead

*in design
construction
performance*

42-B

**Plastic cutting and
wrapping machine**



At the recent candy Exposition, confectioners saw a real improvement in Plastic Cutting and Wrapping Machines—our 42-B!

This machine is so designed that operation and cleaning is extremely simple and easy. Moreover, its construction assures the least wear on moving parts—long life . . . All wrapping parts are outside of the frame, open to view and easily accessible for cleaning or adjustment. All main working parts, however, are completely enclosed in the box frame and run under an automatic oil spray.

The candy is fed in the form of a plastic rope, is sized by revolving feed rolls and is cut off to required length by a rotary knife. The pieces are tightly wrapped in fold-wrap style with ends heat-sealed at bottom. The machine may be adjusted for different sizes within certain limits.

Produces 250 to 500 wrapped pieces per minute. Occupies only 4' x 4' 9" of floor space.

For caramels, toffee, or similar candy, the 42-B is an outstanding cost-saver.

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CANDY PACKAGING AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

ONE OF THE CONVENTION'S MOST POPULAR ADDRESSES

NEW IDEAS IN PACKAGING

A Straightforward Talk Evaluating Confectionery Packaging
That Should Cause the Lethargic Manufacturer to Get Busy

★By C. B. LARRABEE

Managing Editor, "Printers' Ink," New York City

Address at National Confectioners' Association Convention

IN SPEAKING to you today I stand in the always difficult position of one who is an outsider and does not know the intimate problems of the industry. On the other hand, I stand in the very advantageous position of the man who, being outside of the industry, can see it in its broad relations to other industries. And to my mind it seems that one of the most important things that the confectionery industry can do today is to stand off and look at itself as related to other industries.

The other day I was talking over my speech with a man whom I consider one of the wisest merchandisers in the country. I asked him this question:

"What do you think is wrong, if anything, with candy packages?"

He came back at me immediately with this: "There are too many *typical* candy packages."

Behind that statement is a world of significance.

Candy Industry Has Lost Its Pioneering Position

Recently I went through the back files of our magazines and was interested to find how receptive the confectionery industry has been toward good packaging and how often it has taken leadership in new package ideas. There can be no question that your industry pioneered in many of the most important developments of modern packaging. Yet, today, I think it is highly significant that many leaders of your industry are seriously asking themselves this question:

"Have we succumbed to the danger that has beset many pioneers? Have we stopped pioneering, and let the parade pass us by, without realizing it?"

To be frank with you—and I was told that you wanted frankness—I think that to a discouraging extent your industry has lost its pioneering position. I don't

★MR. LARRABEE reiterates in his own authoritative way many of the vital points on confectionery packaging which have appeared in this department during the past two years. He stresses the relationship to packaging in other industries, and he asks the candy manufacturers some questions that should lead to constructive developments in their own packaging departments.

think that the confectionery industry today is getting the most out of packaging. In fact, there are many things about many candy packages that are open to serious criticism. Now, this is true to a greater or less extent about every industry—but don't let this be a comforting thought because it should not be true to any great degree about an industry that has been one of the leaders in packaging.

I would like to ask you some questions that have occurred to me during the last few weeks, when I have been making an intensive study of candy packages, and during the last few years as I have studied candy packages as they are related to packaging generally.

Why has the candy industry allowed itself to lose business to other industries?

Why has candy lost some of its fashionableness as a gift item?

Why have the most striking developments in candy merchandising been more noticeable in the lower priced lines than in the better grades?

Why has the industry, in its fight for counter dis-

play space, allowed itself to sanction merchandising practices which often destroy much of the profits that should and could be made out of the business?

What weapons are left to those candy manufacturers who have bought dealer preference by means of allowances, inside discounts, etc., now that such legislation as the Robinson-Patman Bill is taking the right to give those concessions away from the manufacturer?

Each of these questions suggests a vital problem and I am not rash enough to get up here and say that any of them can be solved by packaging. I do feel strongly, however, that most of them can be alleviated to some extent by better packaging.

Now, when I speak of better packaging, I don't mean more expensive materials, prettier designs, unusual color combinations. Better packaging includes those things but it means much more than that. It means a clearer understanding of the needs and obligations of packaging, an understanding of what is going on in packaging generally, and not just in that comparatively busy corner of American business known as the confectionery industry.

Study Packaging Trends

I wonder how many of you have stopped to wonder what will be the effect of legislation on confectionery packages. How many of you ten or twelve years ago thought of the influence of the Paris Exposition on packaging? How many of you realize that the Century of Progress, held in this city, affected your packaging and that the New York World's Fair will have an equally vital effect on how your goods are presented to the consumer?

I wonder if it has occurred to many people in this audience that the results of the Gallup prediction of the outcome of the recent election means something to packaging.

How many of you have realized fully what the development of jumble and broken stock displays in grocery stores may mean to your packages?

I bring up all of these developments because I believe that the only way to understand better packaging is by studying the most important and most recent trends not only in the packaging of candy but in the packaging of all merchandise that is sold across counters in their containers. I go several steps further than that and emphasize that an understanding of better packaging can only come with an understanding of better merchandising and the forces that influence better merchandising.

Packaging Should Be Considered Vital to the Business

A week ago today I was talking with Ben Nash, well-known product and package designer. He said to me, "After a great many years in this business I have discovered one important fact: The most successful package programs come only when management considers packaging vital to its business."

Let me repeat that: "The most successful packaging comes only when the management considers better packaging vital to the conduct of its business."

Today I know from looking around the splendid exhibit which is part of this convention that plenty of you do consider packaging vital. Yet even the most unprejudiced eye can see, from the evidence in this exhibition, that there are plenty of confectionery manufacturers who have come to take packaging as a matter of course in their business. It is important to them, yes, but it has ceased to be vital.

No one in this industry can hope to be successful in

the coming years of bitter competition without a realization of how vital better packaging is to the confectionery industry.

Influence of Legislation— Create Better Packages

A few moments ago I mentioned the influence of legislation. I wonder if you realize the full implications of such a law as the Robinson-Patman Act.

Today many of the most important chain stores in this country have found out just how vital packaging can be to their businesses, and the reason why they have at last discovered packaging is legislation.

During the last twenty years you and I have seen the chain stores pioneer in good merchandising, better store arrangement, more efficient accounting, and all of the things that used to give them superiority over the independents. During the last twenty years we have seen the independent merchant copy each of those advantages one by one. One of the penalties of leadership is imitation and the independents in their fight for existence have learned their lesson well.

Always, however, up to a year ago the chains had the advantages of discounts and allowances which they could force by their tremendous purchases. Now the Robinson-Patman Act has taken many of these advantages away from them. Even if that Act is declared unconstitutional it represents a trend in legislation which cannot be stopped. This means that the large chain stores are turning more and more to private brands. A few chains, like A & P; and Kroger, were smart enough to see what was coming and to see it four or five years ago. It did not take them long to realize that packaging was vital to their businesses, with the result that they redesigned their line.

Now, this may seem a far cry from the confectionery business, but don't forget that when I say chain stores I speak of outlets that sell millions of dollars worth of confectionery.

I predict that one of the fiercest packaging battles ever fought is going to be fought on the counters and in the windows of chain stores during the next few years. And it doesn't take much imagination for a confectionery manufacturer to realize that as the tempo of packaging increases, it is going to be more difficult for him to keep up with the parade.

Thus it is easy enough for you to see how legislation, in increasing the tempo of packaging, is going to make it necessary for you as confectionery manufacturers to increase your own tempo of packaging, to create packages with greater sales ability.

I think you will agree with me that legislation is making packaging vital to the success of your industry.

"All right," you say to me, "packaging is vital. We know it. But what can we do that we have not already done?"

Well, let me answer your question by asking some questions:

How much does the modern candy manufacturer know about modern design trends? How well does he understand these trends?

I know that immediately a number of the members of this audience are going to say, "Oh! He's just another one of these theoretical fellows. He wants us to be a bunch of fashion artists. We're practical men." Of course you are.

Five Years Maximum Life of a Successful Package

Recently I asked three men, whom I feel know as much about packaging as anybody in the United States, how long they considered is the life of a good package.



IFLOSSINE

The Candy Mat Supreme!

We maintain a complete department for cutting, dieing out and embossing our products to suit your specific requirements.

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PADSIT—Our New Low-Priced Candy Padding Is READY!

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SWEETONE PAPER PRODUCTS will save money for you because of the superior quality and workmanship put into them here in our great converting plant. Our products are made on high-speed machines to sell at the lowest possible prices based on the above facts.

DIPPING PAPERS

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GLASSINES

WAX PAPERS

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PROTECTION PAPERS

CHOCOLATE

DIVIDERS

BOATS and TRAYS

(Plain and Printed)

CANDY MATS

(Plain and Embossed)

DIE-CUT LINERS

PARTITIONS

LET US QUOTE ON
YOUR REQUIREMENTS

All three of them agreed that five years is about the maximum. Of course, there are exceptions. I might mention, for instance, the Whitman's Sampler. But even that successful package has undergone a number of changes.

Many packages cannot look for a successful life of more than a few months. This is particularly true of the more ornate gift packages in your own field. Therefore, with five years as a maximum life—and an optimistic maximum for most packages—the company that wishes to have a successful line of packages must at least change its thinking every five years, and this means that it must be up to modern design trends.

Must Be Modern

Earlier in this speech I referred to the man who said there are "Too many typical candy packages." You know what he meant and I am inclined to agree with him. I have talked with candy people about this and they say, "Oh, well, it is easy enough to say that, but we know that your 'typical candy package' appeals to a large group of people." Of course it does. But, on the other hand, it may repel another large group of people. The fussy, ornate package is ten or more years behind modern design trends. I will agree with you that a great many of the public are ten years behind these trends. Therefore, such packages have reasonably large sales.

What candy men are likely to overlook is the fact that for every sale that these packages make they are likely to lose another sale to people who are smarter, more modern, and looking for something that is the last word in design.

Candy can never be as fashionable as it ought to be

until it is packaged in containers that are just as fashionable and up-to-the-minute as the most modern shop window on Michigan Boulevard or Fifty-seventh Street, or as Detroit's most recently designed automobile.

If I were a candy manufacturer I would like to know what is going on in Paris, in London, in Berlin, even in Stockholm and Copenhagen. Now don't misunderstand me. I don't mean that I would like to know only the latest that is going on in candy packages abroad. As a matter of fact, I wouldn't be so interested in candy package designs as I would in general design trends.

Don't forget that some ten years ago it was furniture—so-called modern furniture—that turned modern design upside down. I dare say that there is hardly a candy manufacturer in this room whose packages have not been vitally influenced by the quickening of design thought caused by that famous Paris Exposition, when modern furniture design first became universally known. Therefore, while I might study foreign trends in package design in the candy field, I would also be interested in what is going on in furniture, clothing, printing, industrial design, in fact, in every phase of design.

Simplicity Important

Let me ask another question: "Do you believe simplicity is an important factor in design?"

I imagine that almost everybody in this room answered a little mental "yes" to that. Yet when you leave this session and go out to the exhibit, which is part of this convention, see how many packages violate the rule of good simplicity.

(Turn to page 62)



SHOWMANSHIP

★

IN THIS CORNER WE HAVE

Act II of

Showmanship in Business

By ZENN KAUFMAN

REACH into your wastebasket and pull out today's newspaper. You and 36 million other fairly live Americans bought a paper today—and that includes not only most *buyers* of candy but also most *sellers* of candy. Why? Couldn't we live without knowing about the war in Spain, the Supreme Court fight—or the rest of the front-page news? Sure we could, but we pay a million dollars a day for newspapers because we are interested in *conflict*. News is a series of conflicts—Franco vs. the Loyalists; Strikers vs. Ford; Cubs vs. Dodgers; Windsor vs. Baldwin. Every headline a conflict!

Harry Overstreet, a practical psychologist, says: "Fundamental, of course, to all dramatic movement is the presence of conflict. Situations arouse us when two forces are at grips, when we are unsure of the outcome. Most dullness is dull because we are not precipitated into the midst of a fight."

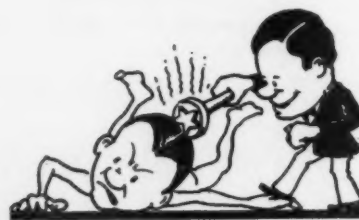
People love action. Action in competition, whenever possible. Above all, people delight in *conflicting* action. Because we all love contests or fights, the sporting pages of a newspaper are closely read. In office, politics, or in the street, the fighting man or dog gets far more attention, proportionately, than a three-alarm fire.

George M. Cohan, while writing plays and running his own theater, used to hold the public eye by a series of fights. Whenever he could get an interview, or even in a paid announcement, Cohan devoted much space to attacking unfriendly critics with the sole purpose of inducing them to denounce him at great length. He even put out a little newspaper of his own to battle them.

Three beverage makers in Milwaukee together sponsored a free six-day bicycle race. This conflict attracted 40,000 people who were not only fed appropriate advertising through the loudspeakers, but had to buy the three beverages in quantities to quench their long drawn-out thirst.

The Chevrolet Motor Company has seen its Soapbox Derbies grow into a world-wide conflict. With tryouts in every town, with elimination semi-finals in 120 cities, the final event has assumed enough importance to rate a national radio hookup together with thousands of columns of news publicity. It all started because one Chevie dealer realized that *conflict*—even a contest for small boys in toy automobiles—makes *news*.

"There's Trouble in Brockton, Tonight" is the headline that Joe Katz wrote for a result-pulling ad for



"PUT element of conflict in your advertising and in your selling. It's a sure-fire way to get attention," declares Mr. Kaufman in this second article of his series written especially for The MANUFACTURING CONFECTIONER on how to apply the essentials of Showmanship in successful sales building in the candy industry. Mr. Kaufman is the co-author, with Kenneth M. Goode, of "Showmanship in Business," the best selling book on advertising and selling in the last five years.

shoes. It tells how a manufacturer in Brockton needed money and thus a retailer bought a bargain for his customers—meaning *You*. That headline gets you!

Contests Are Fights

Sales Contests bring conflict to salesmen. No candy salesman works his hardest except under (a) fear of being fired, or (b) the white-heat of competition. Since you can't continuously threaten to fire salesmen, the only alternative (for maximum effort) is a well-planned sales contest. The formula for success is:

- *1. *Not too long.* 30 to 60 days is top.
2. *An exciting theme.* Try "Every Man a Millionaire." Give \$10,000 in paper money for every sale. First man to get a million gets the prize. Another good theme is "A Trip to the Savings Bank." A chart marks off the route from the store to the bank. As sales go up, each salesman moves toward the bank where cash prizes are waiting.
3. *Fair and simple scoring plan.* Bad quota setting is responsible for more contest failures than any other single fault. Make your scoring simple, too.
4. *Steady weekly follow-up.* A scoreboard. Write letters to the men every week. Spend a little less.

on prizes rather than omit proper follow-up. Get the wives into the picture.

5. *Interesting prizes.* Use (a) medals, plaques; (b) cash; (c) choice of items from a whole book of prizes; (d) trips and cruises. Keep talking about your prizes all the time. It's not *what* you give that counts—it's how much *build-up* you give it.

A good contest is in itself a *conflict*—with a cast, plot, scenery, action, suspense—with all the elements of a real show. The George Ziegler Co., of Milwaukee, Wis., last year on the occasion of their diamond jubilee gave away \$12,500 in prize money during a sales contest directed toward making dealers more conscious of the Ziegler Giant Bar.

Consumers Like Fights

Prize contests bring this same element of *conflict* to consumer merchandising. Forty-five million entries were made in prize contests last year. There's no end to the ingenuity that can be put into these contests.

One Oregon confectioner filled his window with more than 200 varieties of candy and offered a prize to the person naming the greatest number. He found he did more business during the contest period than during any previous two-month period.

The Kraft-Phenix Cheese Co. gave away \$1,500 plus 1,000 candy gift boxes in prizes last year in a limerick contest. The entry was the wrapper from a package of their 5c caramels.

Similarly, the Sweets Company of America, makers of Tootsie Roll, gave away 238 prizes for a ten-word—or less—slogan that best described their product.

In Texas, a confectioner offered as prize a bicycle to the boy or girl who secured the most interesting set of finger prints. The contest created such interest that the police department offered to cooperate by aiding contestants in their search. The newspapers gave reams of space to the event and lauded the confectioner for his timely and original idea.

The Curtiss Candy Company—makers of Baby Ruth—claim that 3,000 of their 10,000 employees are members of some athletic organization sponsored by them. The company boasts the fastest amateur ice hockey team. Their girls' basketball team has featured in many sports events and their challenge to any team never fails to bring out a smashing crowd.

Consumer contests of all kind challenge and hold the interest of millions. Use them!

Use conflict in your advertising and in your selling. Major Bowes earned \$150 a minute by presenting *conflicting* talent on the air. Dramatize the battle between Candy, the wholesome, nourishing, health-giver and Sluggishness and Inertia, the foe of man. Show how the purity of your product puts punch into the pace of millions. A vote for Candy is a vote for Good Health!

Put the element of *conflict* in your advertising—in your selling—in your windows. It's a sure-fire way to get attention. The public is always ready for a fight. When you show that your product is fighting the things that *they don't like*, then they will be quick to pick you as the winner. You'll be the odds-on favorite for all bets!

(Acknowledgment is made to Harper & Brothers for permission to include selections from "Showmanship In Business" by Kenneth M. Goode and Zenn Kaufman.)

*See "How to Run Better Sales Contests," by Zenn Kaufman, Harper & Bros.



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WRAPPING MACHINES

The satisfaction of KNOWING that their wrapping machines will give EFFICIENT, UNINTERRUPTED SERVICE AT ALL TIMES is just one reason why candy manufacturers the world over prefer IDEAL Equipment. These machines, suitable for both large and small manufacturers, are fast, always de-

pendable and economical. The SENIOR MODEL wraps 160 pieces per minute; the SPECIAL MODEL wraps 325 to 350 pieces per minute.

Both machines are built for the most exacting requirements and carry our unqualified guarantee.

Write For Complete Specifications and Prices

IDEAL WRAPPING MACHINE CO.

EST. 1906

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1000-Hole—Form 4160
Takes in \$10.00
Pays out 160 Candy Bars
Price\$1.26
Plus 10% Federal Tax
Holiday Boards, Holiday
Cards and Holiday
Headings.
Write for our Catalog of
Money-Making Boards,
Cards and Die-Cut Sheets



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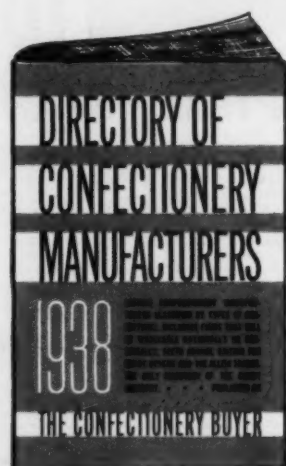
Chicago, Ill.

Directory Questionnaires Being Mailed for Fall Edition

QUESTIONNAIRES are being sent this month to all candy manufacturers for the purpose of indicating the different products in their lines which will be listed in the 1938 Directory of Confectionery Manufacturers to be published this fall. This will be the Sixth Annual Directory issue of the Confectionery Buyer, published by The MANUFACTURING CONFECTIONERY PUBLISHING COMPANY.

It is important that all firms fill out the questionnaires completely and return them promptly, even though they may not have changed their lines.

Listings in the Directory are without charge. All



manufacturers who sell at wholesale nationally or sectionally throughout one or more states are listed. The company's name, address, distribution points and territories served are indicated. The firms are classified according to the products they manufacture.

This Directory, which is the only complete published classification of confectionery manufacturers has become indispensable to candy buyers throughout the country as a ready reference in connection with their buying procedure. Every fall it is placed in the hands of all substantial wholesale and large retail buyers of confections throughout the entire country.

Many new ideas are being incorporated in this issue, which will make it more useful than ever to the entire industry. Quickmail—a revolutionary publication idea which transforms advertising into sales action—is one of the new features. The 1938 issue also steps out in a new cover.

NEW IDEAS IN PACKAGING

(Continued from page 57)

Yet, simplicity is an essential of modern design. Every time you clutter a design with frills, over-ornate decorative units, and all the other monkey-business that looks fancy, you interfere with the legibility of your product name, you irritate the fastidious customer, and you limit the impressiveness of your sales message.

The other day I was talking with a member of your industry who is seriously concerned, as you all are, with

the dangers of rising prices. He said to me, "We are reaching a point where we have to give the public less candy for the money. This means that we have to put more burden on our packages to give the impression of real value."

I have been looking at candy packages with this in mind. You know that one of the best ways of giving an idea of value is to give an idea of large size. This may seem a far cry from simplicity, but let me illustrate by a point.

The other day I had a chance to look at a number of candy wrappers, designed for nickel bars. One of the things that impressed me first was the fact that about half of these wrappers were so designed that they gave the impression of small size rather than large size. How did they do it? By means of borders.

Here is an experiment that I suggest you try out yourselves. Go down to the candy counter in the hotel or the nearest cigar store and buy two or three nickel bars of candy whose wrappers have ornate borders around them. Take these wrappers to your room and paint out the borders. Then rewrap the candy. You will be surprised to find that not only have you simplified the design, played up the trade name, given the copy more breathing space, but you have also given the impression to the consumer that he is getting much more for his nickel than he thought he was getting when he bought the package with the ornate border.

Run over in your mind the packages which have been most successful during the last three or four years, the packages that have lasted the longest. Do you find any package that is not based upon an understanding of the value of simplicity?

(To be continued)

INSPIRATION IN BUSINESS

(Continued from page 27)

ples of right are put aside in many cases to accomplish the incentive and by that very act the opportunity to achieve the incentive is destroyed. Might is not right now and never has been but right will produce might and might will abide with us as long as we are right.

It is the adoption of this principle on a national scale by all industry which will preserve for us our American democracy.

"The Enterprise Principle"

The system under which industry operates in America is called "the capitalistic system." Recently a new phrase has come into use which, in my opinion expresses more accurately the principle under which we operate and which has made America the greatest nation in all the world. We speak of it now as "The Enterprise Principle." On April 28th of this year, Mr. Virgil Jordan addressed the Chamber of Commerce of the United States. I quote verbatim from Mr. Jordan's remarks because he expresses the idea which I wish to convey much better than I could possibly do:

"The enterprise principle implies that the individual shall be free to work at any occupation, to save his earnings, to acquire and own property, to enter any business, to invest his savings in any undertaking. It requires that he shall be free to dispose of his services and savings, and to employ those of others, in order to

advance his own prosperity and security. It implies that he shall be free to do these things on his own judgment, on his own terms, on his own responsibility and at his own risk. It imposes no limitations upon the use of his own powers except the use of physical force against other citizens, which power he delegates to a government in order to preserve public order, to assure personal safety and to protect the lawful possession of property. It implies that he shall not seek or secure from government aid, support, protection or privilege that gives him an artificial advantage over others, relieves him of the risk or pressure of competition or assures him security of position, investment or income, against the consequences of change. It implies that no citizen shall himself or through his government have any claim upon the labor and savings of others without their consent.

The Function of Government

"The enterprise principle not only implies these working relations among men, it implies a definite conception of the nature and function of government and of the relation of government to them. It implies that government shall never be anything but their agency or instrument, established by them for a single purpose—to protect and promote the operation of the enterprise principle among them, and to do those things which they specifically delegate it to do to this end.

"It implies that their public employees shall preserve public order, prevent and punish violence, protect the personal safety and safeguard the freedom of individuals to work, save and acquire property. It implies that these employees shall never use the power that has been delegated to them for their own advancement, by giving any citizen special advantage over others, by taking the property of citizens and giving or selling it to others, or by diminishing the freedom of any citizen to work, to save and to own the property he has lawfully acquired.

"Unless these conditions are met by the people and by their public employees, the enterprise principle cannot operate or endure among them. Government as an agency of the enterprise organization then ceases to exist and becomes the State—something separate from and superior to the people which they must defend themselves against. It becomes a group of persons who usurp power not delegated to them, which they use for their own advancement against the enterprise of individual citizens. These citizens then become subjects, instruments or dependents of the State, and their life and work becomes a struggle to live on the State or to exist under it."

In this week's Kiplinger Washington Letter appears this paragraph: "Government regulation of Industry, as one angle of economic planning, is intended by the President. He thinks industry really isn't 'private.' He thinks it is so tied up in public welfare that it must be regulated by some all-over agency of the public, which means Federal Government."

I do not need to tell you that industry is rapidly being forced into just that situation. You know it is true. I am inclined to think industry is being assailed and taxed and controlled and unionized, not so much because of what it has done as for what it has failed to do. We cannot deny the fact that industry has been selfish and never has it lived up to its full opportunity to strive for better conditions on a four square principle. Industry must see the light. Its best elements must do better; Its worst elements must effect a complete reformation and the simple old Golden Rule must be industry's watchword.

Add These to Your Library on Candy Information

REPRINTS are available of the articles appearing in *The MANUFACTURING CONFECTIONER*. Many of these are obtainable in booklet form.

They compose a large portion of the current literature of the industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries.

Copies of the following are now available:

"ADVENTURES IN COCONUT CANDIES," including many formulas and suggestions for new pieces, by George A. Eddington, Superintendent, Hillman's Candy Factory, Chicago, Ill.—5 cents each.

"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT GOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—20 cents each.

"THE HOW AND WHY OF A THOUSAND ACCIDENTS IN CANDY FACTORIES," by Joseph E. Magnus.—5 cents each.

"STEAM JET REFRIGERATION AS APPLIED TO THE CANDY INDUSTRY," by John R. Moore.—5 cents each.

Also now available—"THE PROBLEM OF CHOCOLATE FAT-BLOOM," a book by Robert Whympster, an international authority on chocolate manufacture.—\$2.50 per copy.

"QUALITY CARAMELS ON A VOLUME PRODUCTION BASIS," by Talbot Clendenning.—10 cents each.

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HOT SPRINGS
NATIONAL PARK ARKANSAS



SEEN AT THE SHOW

(Continued from page 40)

St. Regis Paper Company

Directly across was the exhibit of the St. Regis Paper Co. with a very attractive display showing the paper bags of their manufacture which are being used by sugar refiners and cocoa companies. The theme of this booth was "Specify Your Sugar in Paper Bags." Miniature bags were displayed to show the construction. In the background was a movie showing the actual filling, packing, shipping and emptying of the bags. This proved very popular with the visitors.

Brazil Nut Advertising Fund

The exhibit of the Brazil Nut Advertising Fund came next. It was unusually attractive, designed as a tropical scene with native canoes, paddles and other native implements, along with unshelled and shelled Brazil nuts. Many types of candy in which Brazil nuts had been used were displayed along with containers filled with chopped nuts. A book of six new formulas for using Brazil nuts in candy was offered to visitors.

Adrian X-Ray Company

Next was the booth of The Adrian X-Ray Co., displaying one of their X-Ray machines used in candy plants to examine the finished product for foreign materials which might have slipped into the candy. The machine was in actual operation and anyone could look into it at a box of bars in which several foreign substances were imbedded. On the background of this exhibit pictures of the machine in operation in the Williamson Candy plant were displayed.

Miller Wrapping & Sealing Machine Co.

The Miller Wrapping & Sealing Machine Co. exhibit was at the end of this aisle, showing a wrapping machine and sample packages. During the evenings this machine was operated for the benefit of the visitors by an operator from the candy plant of the Walgreen Drug Co. This performance always attracted an interested crowd.

Buhler Brothers

The next booth was that of Buhler Brothers, which contained literature on several of their machines and a sign directing visitors to the machine which they had on display in the lobby outside of the Exposition. (This machine was too large for the Exposition floor.) Examining this machine, one finds that it is a new motor driven cocoa bean dryer and roaster. Its main feature is the fact that it is operated by hot air, and in this way does not change the taste of the beans with fumes as is the case in many roasters.

Owens Illinois Can Company

Next, was the exhibit of The Owens Illinois Can Co., displaying a very attractive line of metal containers for candy. Many of the containers were made especially for candy manufacturers who are now using them. There was also on display a stock line of metal containers, the only ones now in existence.

W. A. Cleary Company

Following this was W. A. Cleary Co., a new-comer to the industry. It displayed literature on their Soya derivative, Clearate, which is used as an emulsifier to effect savings in cocoa butter, and to reduce viscosity. In the center of the background was displayed a large Clearate emblem.

Savage Bros. Company

The next exhibit aroused much interest through the actual operation of the Sisco Patent Nut Rolling Machine of Savage Bros. Company. This machine, which occupied three booth spaces, rolls the pieces around on a belt covered with chopped nuts or coconut, thus coating the pieces with these materials on all sides. The belt is made up of a series of small belts, and at the end, the surplus material is dropped down and returned to a hopper by another belt, and is thus used again automatically.

National Sugar Refining Company

Next in line was the attractive exhibit of the National Sugar Refining Co. of New Jersey, displaying all types of special sugars for the confectionery industry. Outstanding were the attractive containers of invert sugar shown in a recess in the center of the background. Pictures of their laboratory were displayed.

Penick & Ford

The last exhibit which one saw before entering the Convention Hall was that of Penick & Ford. This was an unusually attractive exhibit displaying the products of the company, including corn syrup and confectioner's corn starch. The main feature of the background showed a horn of plenty in relief from which was pouring candy made with their products and wrapped in gay colors. It made a very effective display. On a table in the center of the booth samples of various types of candy were offered to visitors.

CONFECTIONERS' BRIEFS

Frank Petrovic of Chicago is now in charge of production at W. T. Hall Co., Ottumwa, Iowa. He was formerly with Chase Candy Co. and E. J. Brach & Sons. W. T. Hall Co. is adding extensive equipment.

Peter Rose has left Blue Valley Creamery Co., Chicago, where he was in charge of sales in the milk solids division.

William G. Trecker, widely known in the candy industry as candy buyer for Butler Brothers, Chicago, died May 24. Mr. Trecker had been with the firm 37 years.

Paul B. Hultkrans, for 12 years salesman for Hollywood Candy Co., Minneapolis, Minn., is now sales manager.

James, Inc., Atlantic City, N. J., has added to its line two new cartons for taffy, one made in the shape of the famous Atlantic City Lighthouse and the other a miniature of Atlantic City's "world's largest convention hall."

The Loose-Wiles Biscuit Co., Long Island City, N. Y., has announced that **Robert Larkin**, formerly a director of the H. V. Swenson Co. of Chicago, has joined the staff of the general sales department.

J. Ramirez Johns of Columbia, South America, is now in the United States. His firm manufactures caramels, chocolate bars, bon-bons and drops.

Sweets Company of America, Inc., New York City, has put out a new carton for its Tootsie Rolls. Each package contains seven individual Tootsie Rolls which sells for 5c.

William D. Paidrick, formerly with Andes Candies, Chicago, is now superintendent of Williams Crahan Candy Co., Oklahoma City, Okla.

T. Kuzuno, the director of Morozoff Confectionery, Ltd., Kobe, Japan, one of the largest candy companies of that country, is now in America studying production methods.

George Western, Ltd., Toronto, Canada, and **McCormick's, Ltd.**, London, merged recently, forming the largest biscuit, candy and bread manufacturing concern in Canada.

The Schrafft's Sales Corporation, exclusive distributor of Schrafft's candies in New York, has acquired the property at 231 Varick street, New York City. The Brooklyn office has been closed. Modern and up-to-date show rooms, offices, shipping department and stock rooms are being installed at the new location in order to improve their service to retailers.

T. F. James became president and treasurer of Busy Bee Candy Co., St. Louis, Mo., when he acquired a controlling interest in the concern. **John Short**, formerly president, is now vice-president and general manager.

Lewis Brothers, Newark, N. J., candy manufacturers for 48 years, are retiring from the industry and selling out. They filed under Section 77-B in January.

